

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXVII, No. 13

NEW YORK, DECEMBER 30, 1926

10c A COPY

## is on 1927 the THRESHOLD

ALREADY you are looking weeks and months ahead. Soon the farthest off day will become tomorrow, then today. Then it will sharply focus down to the critical passing second when things happen.

And so, we are going to wish you a whole year of fortunate nows. As each new moment arrives, we hope you will see some cherished plan mature, some new opportunity seized, some old friendship strengthened or a promising new one begun.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# This Focused Selling Service Matches Farm Buying Power —and your distribution, too!

**N**INETY per cent of all farms are located in 30 States. Here are 84% of all farm owned automobiles—90% of all farm owned telephones—88.7% of all farm income—over 80% of your dealers and jobbers!

And here, too, live 97% of the 2,125,000 *buying* farmers who depend on the 15 Standard Unit papers—more than you can reach with any other medium!



As flexible as your sales problem—built to cover the profitable “national” market as only these papers can do, yet geared to work locally with your dealers—you can use the Standard Papers as a unit or by States—at lowest cost for results. They have no newsstand sales—but they give you focused selling power that hits the farmer in his pocketbook and moves *your* goods off *your* dealers' shelves!

*Your problem is to reach the profitable national market; but your dealers must reach the local. These papers solve both problems.*

Pennsylvania Farmer  
Missouri Ruralist  
The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
The Progressive Farmer  
Michigan Farmer

The Pacific Rural Press  
Ohio Farmer  
Wallaces' Farmer  
Hoard's Dairyman  
The Nebraska Farmer  
Kansas Farmer  
The Farmer, St. Paul  
The Prairie Farmer

*One order—one plate—one bill.*

## The STANDARD FARM UNIT PAPER UNIT

WALLACE C. RICHARDSON, Gen'l Manager

### Chicago

Courtney D. Freeman, Western Mgr.  
307 North Michigan Ave.

### New York

Willard R. Downing, Eastern Mgr.  
250 Park Ave.

San Francisco, Kohl Bldg.

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXVII

NEW YORK, DECEMBER 30, 1926

No. 13

## How Shall We Turn Our Specialty into a Staple?

It Ought to Encourage Many Manufacturers to Know That Scores of the Well-Known Staples of Today Were Once Specialties

By Ray Giles

ONLY yesterday the automobile was a specialty, a "horseless carriage," owned by a mere handful of sportsmen with gold-lined pockets. By comparison, it is only a few hours ago that the radio was a toy for a few "nuts" who could read elaborate blueprints and comprehend technical directions that confounded the rest of us.

Today, both the motor car and the radio receiving set are staples.

Then there was the safety razor, that curious contraption for confessed incompetents who could not wield a "regular" razor. And the camera, which a few decades ago could be used successfully by only the professional. And the typewriter—that once new-fangled device, raiser of hee-haw's and ha-ha's among grandfather's business associates. Specialties all! Staples today!

Less than forty years ago, today's omnipresent cigarette was giped at in the funny papers, pictured only in the mouths of the vacant-eyed "Cholly boys" who were the grandpas of the cake-eaters of today.

Check up the containers on the shelves of any grocery store. Poke about among the bewildering diversity of today's drug store. Check over the list of items stocked by any hardware dealer. A surprising percentage of today's pompous and self-confident staples were, only yesterday, meek, diffi-

dent specialties with their only hope a toehold; their motto, "Maybe I will live out the year—and maybe I won't."

To the man who today is manufacturing, selling, or advertising a specialty, it comes as a stimulating fact that most of the staples of the present were once specialties, not excluding such prosaic commodities as alarm clocks, lead pencils, pajamas, and long pants. Many a staple is only a specialty grown up, a specialty which, in its original or improved form, was useful to a sufficient number of people to make a place for itself among life's fixtures.

But there are ways of hastening the day when a product is accepted as a staple. There are product possibilities, and marketing methods, and advertising principles which can contribute. It is our purpose here to look at some of these steps by which a specialty can become a staple.

The words "specialty" and "staple" sometimes mean different things to different people. Occasionally, a product is either or both. For example, Postum is a staple; few grocers would try to do without it. And yet it is a specialty in that it is not the same as other coffee substitutes. Gorton's Ready-to-Fry Codfish Cakes are staples, since codfish cakes are staples; and yet they are specialties in view of the fact that few, if any other, companies put up

codfish cakes in cans. And so in this article I use the terms "specialty" and "staple" in a general way, aware that they are at times loose terms.

Among the factors which may help a specialty to work its passage into the land of the staples are these:

- (1) Alter the product so that it may be used by amateurs as well as professionals.
- (2) Find a way to lower the price.
- (3) Provide smaller units either for sampling or to sell at a price which brings the product within reach of more people.
- (4) Make the one-sex product over into a two-sex product.
- (5) Make the product usable during more months of the year or during more hours of the day.
- (6) Make the product fashionable as well as useful or merely comfortable.
- (7) Find and promote more uses for the product.
- (8) Simplify the mechanism to remove the layman's fear that complications will make its use difficult. Or provide simple instructions in book form or through dealers or demonstrators.
- (9) Add accessories which extend the range of usefulness of the product.
- (10) If the product is one that at first appeals only to the hobbyists or to a limited group, aim to widen its appeal as rapidly as possible.

In developing these possibilities in more detail we remember that the success of the automobile illustrates many of the points mentioned. At first, the motor car was certainly a specialty. In the early days, the uncertainty of arriving at one's destination was alone enough to keep it from becoming a staple. The early operating costs, which included excessive repair bills, made its expense prohibitive to the person of average means.

A series of changes was necessary before the average man could hope to own an automobile, and one after another these changes

came. More dependable mechanism permitted the amateur to "get there and back" as easily as the mechanically minded driver.

The price was lowered. In many cases, this matter of lowering prices is of the utmost importance in turning a specialty into a staple. The reason is obvious. To be a staple an article must have volume of buyers. The average income of the majority is small. Hence, the price must be one which is within the reach of enough people to get wide distribution. But here it is well to remember that thousands are buying articles which theoretically they cannot afford—fur coats, automobiles, memberships in golf clubs, etc. Where goods are made desirable even the poor man manages to find the price.

For a long time, the automobile was a one-sex commodity. With the coming of the self-starter and various refinements that made for dependability and easy operation, the automobile became a two-sex affair and so still more of a staple. An inexpensive sedan body did much to make the automobile usable during more months of the year or more hours of the day. To realize this, we need only recall the fact that the automobile of 1904 did not have a top, and no side curtains either. It was even minus a windshield. The arrival of the motor-car into the field of staples has been accelerated greatly by removing the need to put up the car in winter.

Looking at what various products have done to become staples, we find these same principles and others at work.

Kodaks were cameras made for amateurs at a time when most other cameras could be used only by professionals. Today, we see the attempt being made to turn the man in the street into a user of a moving picture camera. We wonder how far it will get, but the possibilities of success seem nearly as hopeful as they did for the amateur cameras of forty years ago.

In the case of Kodak, the lowering of the price of a real camera to \$1 was undoubtedly a big factor in getting some kind of picture-





# Class Circulation

IN

## Village America

80% of Christian Herald  
subscribers are home  
owners.

40% of Christian Herald  
subscribers own other  
property as well.

# Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*

J. PAUL MAYNARD, *Advertising Manager*

taking apparatus into almost every home. Many a specialty which has turned into a staple has done so through finding a way radically to lower its price. In other cases, where manufacturing costs could not be reduced, the size of the unit offered for sale has been made smaller. Thus, an item which might have been offered at twenty-five cents a half dozen is provided with a smaller running mate which may contain only two units but is sold for a dime.

In one case, the manufacturer of a food specialty had never sold cans of his product for less than twenty-five cents. He decided to put out a tiny tin for sampling purposes, each sample to sell for ten cents. This was to be displayed on the grocer's counters and in consumer advertising. His little can turned out to be a staple. It provided just enough of his product for one serving for one person. Perhaps the housewife found it just the thing when she ate her pick-up lunch all alone.

A range of containers often aids in turning a specialty into a staple. The small unit is so low in price that many purchasers will "take a chance just once" to see what the goods are like. After they have thus sampled the product, an extra large package of the same commodity comes along, gets into their homes, and by its very size invites more frequent use than might a package of medium size. And more frequent use certainly helps in the making of staples.

It is conceivable that distinct feminine and masculine models have done much to increase the sales of fountain pens. The fountain pens of only a few years ago did not offer the range of sizes which exists today. Probably the Parker Duofold pen was the first to break the years of monotony in the fountain pen business by bringing out what then seemed a regular Big Bertha of a pen. Of late, numerous pens suitable only for women have appeared. The fountain pen was a staple before the oversize and undersize models were on the market, but the evolution suggests that a specialty which aims at becoming a staple will

sometimes do well to provide special models for both sexes rather than general models suited in a general way to all persons.

Thus, the manufacturer of a Turkish cigarette was convinced that he was not getting his share of the women's business. He discovered that the reason lay in the fact that a great proportion of the women use cigarette holders. His cigarette was too big to fit in many of these holders. The remedy was simple enough; add a smaller size.

When the smooth under-arm was made necessary by the arrival of sleeveless gowns, Gillette ran some special advertising to get its share of the new market.

#### THE SOFT DRINK SITUATION

In the field of soft drinks and beverages we see some interesting shifts, alterations, criss-crosses. Root beer of the home-made variety is vanishing, so to maintain itself as a staple, this drink must popularize itself at the soda fountains. With malted milk, something like the reverse is taking place. As a high-price fountain drink malted milk is relatively a specialty. Now malted chocolate drinks such as Runkomalt and Toddy are in a fair way to become household staples. It is not claimed that they are the same as malted milk but there is a family resemblance. And the newcomers are exploiting themselves in both hot and cold forms which means more months of business per year than an ice-cold malted milk could hope to secure.

Some years ago, college boys began to offer blended cigarettes instead of Turkish ones to their friends. From being the staple cigarette type, the Turkish cylinder of tobacco has fallen back almost into the specialty class. Not so long ago, the college boy began to wear shirts with soft attached collars. He made them a staple, as the disgruntled hard collar manufacturers will testify.

These are examples of the way in which fashion can turn a specialty into a staple—at least for a time, since the staples in fashion

(Continued on page 152)

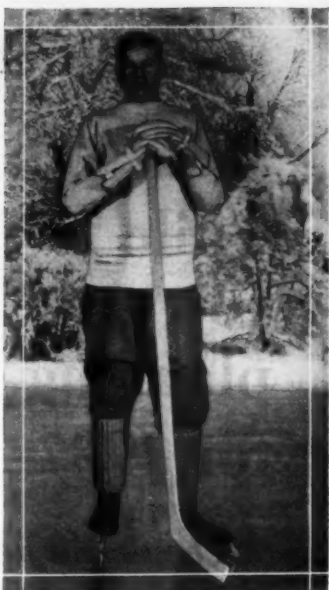
## Nick Sheffield sure can write it on the ice

Nick is one of the speediest puck-chasers on his team. When he starts down the ice, he's a tough 'un to check. Deadly around the goal and shoots like a bullet. Nick isn't just a hockey star, though. He's there with the goods in everything he does—from cracking his algebra and caging goals in basketball to camping and stepping out to proms.

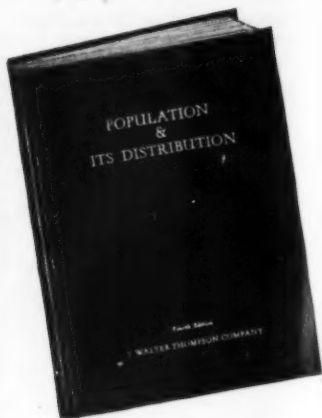
His specifications read 15½ years of age, 5 feet 4 inches tall and 115 pounds in weight. He's the average of the 500,000 readers of **THE AMERICAN BOY**. Every one of them is an up-and-coming near-man, your equal in everything but years.

These chaps wear man-sized clothes; eat with man-sized appetites. They want and usually get everything that a man does. They wear man-sized shoes, man-sized suits and hats. They use shaving cream and razors, radios, cameras, fountain pens and tuxedos. In short, their buying capacity is man-sized.

Win their friendship and approval for your product. You can do it through the advertising columns of **THE AMERICAN BOY**, the publication they all read and believe in. Copy received by January 10th will appear in March.



*The* **American Boy**  
Detroit Michigan



# While you are planning for 1927

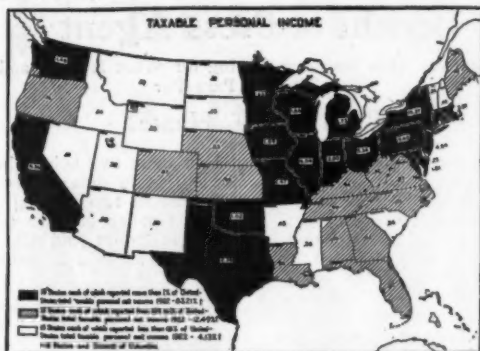
*—this book will help you set quotas—  
arrange territories—make up budgets*

**H**OW much business can you expect in 1927?  
Where will it come from?

Questions like these face every sales executive planning for 1927. This remarkable book of market information helps you answer them—gives you 378 pages of accurate up-to-date data never before published in book form.

“Population and Its Distribution” is written to meet the everyday needs of sales executives and market students. Two complete sets of state maps—tables of population income—and buying areas all arranged simply and concisely for practical use.

---



*19 states have over 80% of the income  
tax returns for the entire United States*

### How you can use this book —

**Setting quotas** — The latest population figures — for every state and county in the United States — are listed together with a complete set of maps — arranged for instant use.

**Estimating buying power** — Personal income tax returns for every county — and figures showing the number of people per income tax return. These county figures are further sub-divided into two groups — those having 500 returns — and those having less. You can find at a glance the counties with richest sales possibilities.

**Arranging territories** — The retail shopping areas of the entire country are plotted — each one grouped around the buying center — irrespective of political boundaries. An invaluable aid in arranging territories that are based on actual buying areas.

We shall be glad to send you a copy of "Population and Its Distribution" on receipt of \$7.50. Should you wish to return the book within five days your money will be refunded.

---

**J. Walter Thompson Company, Dept. P**

244 Madison Avenue, New York City

I enclose \$7.50 for a copy of "Population and Its Distribution."

Name

Address

City  State

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# Tiffany—A Business without Benefit of Press Agent

A Company That Insists on Paying for What It Gets, and Gets What It Pays For

By Albert E. Haase

NO discussion of the matter of the good-will of American business houses could leave out the name of Tiffany & Company. So widespread is its fame and reputation, it is not necessary that the building in New York, which houses this ninety-year old business, should in any way bear the name of Tiffany. Search as you may, you will not find a name on that building. Nor is it even necessary that the windows of the building indicate the fact that jewelry or silverware is sold inside.

This is an age of the press agent. His chief claim is his ability to create good-will for a business through his influence with or understanding of the press.

Business houses throughout the land believe him and pay him well, with childlike faith in his ability. They pay and pay in the hope that they may get through publicity a good-will that will be like, let us say, that of Tiffany. Substantial men of real business ability, believing in black magic. That's a true estimate of them.

Have any of them ever taken the trouble to find out how Tiffany got its good-will? The story cannot be had from Tiffany & Company. A letter to that firm asking for an interview for information brings back only one reply: "We do not speak for the public prints." PRINTERS' INK has gone, consequently, to other sources.

There are four factors responsible for Tiffany's reputation, as I see the situation. There is the product. Many other businesses in many fields could tell the same story and yet few of them have a good-will which approaches that of Tiffany. There is age—ninety years. Yet there are businesses as old and older that do not in any way hold the same position in public esteem. Much more could be

said on these two points, but let's forego that in order to bring up discussion of two unusual points: Tiffany's policy on free publicity and its policy on paid advertising. Tiffany's business is one that is

TIFFANY & CO.

JEWELRY PEARLS SILVERWARE

1837-1927

THEN AND NOW - QUALITY

500 FIFTH AVENUE - NEW YORK  
FIFTH AVENUE & 37<sup>TH</sup> STREET  
NEW YORK

SIMPLICITY AND DIGNITY MARK ALL  
TIFFANY ADVERTISING

built without benefit of, and, it may be added, without injury from, the press agent.

It is not possible for any publication to obtain consent or authority from Tiffany for the use of its name in its editorial columns. Nor is it possible for publications to carry in their editorial columns pictures of any Tiffany product—as many do of the products of other businesses. While other businesses make every effort to get into editorial pages of publications, Tiffany works to stay out.

The great danger of press agency, quite aside from the question of the ethics of the

hoisting up  
a new mark

190,579



Net Paid  
Daily Average

Nov., 1926 . 190,579

Nov., 1925 . 169,300

**Gain - 21,279**



The Des Moines  
Register and Tribune

proposition, is that it is a two-edged sword. It cannot be controlled. A press agent, or public relations counsel, may present to publications material and information that is calculated to do great work for the person or business paying him. He cannot, however, present at the same time a guarantee that this material will appear in print as he and his client would desire it to appear, nor is there any guarantee that the material, even though it should succeed in getting into print once, would ever again see the light of day in that same publication. Repetition which is so necessary to reputation cannot be had. Plainly, then, those who trust in press agency, no matter whether it be press agency alone or press agency combined with paid advertising, are putting their fate in agencies over which they have no control.

Tiffany has been able to control its reputation by the use of paid advertising. Most people on hearing this will exclaim: "But Tiffany is not an advertiser." Others will say: "But Tiffany is only a small advertiser." The truth is that Tiffany is a good-size advertiser. Tiffany spent, so far as the writer has been able to discover, \$117,200 in magazines in 1925. It spent almost an equal amount in newspapers. A yearly appropriation of \$200,000 or more for newspapers and magazines should make a good-size advertiser.

From a compilation of advertising statistics made by the Crowell Publishing Company, the following figures are obtained on magazine expenditure by Tiffany & Company, from 1915 to 1925, inclusive:

1915 .....	\$ 48,549
1916 .....	54,832
1917 .....	63,247
1918 .....	77,956
1919 .....	74,148
1920 .....	100,287
1921 .....	103,865
1922 .....	82,080
1923 .....	87,324
1924 .....	99,096
1925 .....	117,200

These figures were obtained by the Crowell company from a checking of thirty magazines.

The only newspaper figure the

writer was able to find was that for 1925, an estimate of nearly \$100,000 to which reference has already been made. That estimate comes from the Bureau of Advertising of the American Newspaper Publishers' Association.

Tiffany advertising is simplicity itself. It follows a style set many years ago, it is said, by a certain woman, who was then and is now in the advertising agency business. It seldom does more than announce the fact that Tiffany & Company have jewelry, pearls and silverware. It tells the story exactly as Tiffany wants it told. It leaves the impression that Tiffany wants it to leave. Its simplicity and dignity are such that it is not taken to be an advertisement. The very fact that so many persons surprisedly say: "Tiffany is not an advertiser" bears strong testimony for that statement. Someone once said that the best advertisement is one which the reader is not conscious of as an advertisement. If that be so, then so far as Tiffany is concerned, it can safely be said that Tiffany has found the best kind of advertising.

All of this information and all of these observations, we repeat, are presented here for such businesses which think that press agency is the black magic that brings good-will.

### S. G. Swanberg, Vice-President, Botsford-Constantine

Stanley G. Swanberg has been elected vice-president, in charge of the California interests, of the Botsford-Constantine Company, Portland, Oreg., advertising agency. For the last six years he has been vice-president of the Mitchell-Faust Advertising Company, Inc., Chicago. His headquarters will be at San Francisco.

### Nettleton Shoe Account with Pedlar & Ryan

The A. E. Nettleton Company, Syracuse, N. Y., manufacturer of Nettleton's shoes, has appointed Pedlar & Ryan, Inc., New York advertising agency, to direct its advertising account.

### With W. B. Foshay Company

Royce Martin, formerly an account executive with the Amesbury Advertising Agency, Minneapolis, has joined the advertising department of the W. B. Foshay Company, Minneapolis.



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*More Than One Half Million Wisconsin Readers Every Day*

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# *A Prosperous New Year Assured in Milwaukee---*

**N**ATIONAL advertisers in the Milwaukee-Wisconsin market are rounding out a prosperous year, with all indications pointing to an even greater sales increase in 1927.

In this rich and stable market, buying power is kept at a consistently high level by Milwaukee's leadership in diversity of industry and Wisconsin's leadership in value of dairy products.

Here, too, one newspaper affords thorough coverage for advertisers in all lines, and sells the largest volume of goods at the lowest possible advertising cost per sale. Concentrate in *The Milwaukee Journal* in 1927 and enjoy a prosperous New Year in this market!

## **THE MILWAUKEE JOURNAL**

**FIRST BY MERIT**

**HARRY J. GRANT**

*Publisher*

**THOMAS P. COLLINS**

*Advertising Manager*

**OMARA & ORMSBEE, Incorporated**

*National Representatives*

**NEW YORK**

**CHICAGO**

**DETROIT**

**SAN FRANCISCO**

---

*Read by More Than Four Out of Five Milwaukee Families*

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# Advertisers of FOOD

## The Chicago

**T**HE Calumet Baking Powder Company, like the majority of food products advertisers in Chicago, have found through experience that The Daily News is the daily paper whose advertising pages serve them most effectively in the Chicago market. In the first 11 months of 1926 The Daily News carried more Calumet advertising than the next three daily papers combined. The advertising is placed by the Sehl Advertising Agency.

This confidence in the effectiveness of The Daily News is based on thorough knowledge of the Chicago market. It confirms the judgment of other food products advertisers, for The Daily News leads all other Chicago papers, daily and Sunday, in food advertising.

In addition The Daily News leads all Chicago daily papers in total display line-age, with a total of **15,712,074** agate lines for the first eleven months of 1926, a gain

## THE CHICAGO

First

Member of The 100

**Advertising  
Representatives :**

**NEW YORK**  
J. B. Woodward  
110 E. 42d St.

**CHICAGO**  
Woodward & Lothrop  
360 N. Michigan

**Average Daily Net Paid Circulation**

# PRODUCTS Prefer Daily News



## The Birthday Cake You Like to Serve

—and the children—how they love it. It's a pleasure to see them when they get the first glimpse of that perfectly baked cake—it's the big event of the party.

On this or any other occasion it's always wise to be sure about the success of the baking. And there will never be any disappointments if you use

A good deal of Calumet is used in the baking of cakes, cookies, biscuits, etc. It is a pure, white, non-toxic substance, and is the only baking powder that is 100% pure.

### CALUMET

THE WORLD'S GREATEST  
BAKING POWDER



For one solid generation Calumet has been serving households—making it possible for the housewife to practice economy on today's—making sure and nutritious foods a matter of fact in the kitchen where it is used.

When you need baking powder—buy Calumet because Calumet makes a more perfect batter. Baking, regardless of the price you pay, can take no place.

EVERY INGREDIENT USED OFFICIALLY APPROVED BY U. S. FOOD AUTHORITIES

**Sales 2½ Times Those of Any Other Brand**

of 1,431,369 lines over the same period of 1925.

No matter what product you have for sale—you can advertise it most effectively in

## DAILY NEWS

Chicago

First of American Cities

DETROIT  
Woodward & Kelly  
Fine Arts Building

SAN FRANCISCO  
C. Geo. Krogness  
253 First National Bank Bldg.

for November, 1926, 421,507

# Your Babson Map shows OKLAHOMA



Babson's December map lists only three states where selling opportunities are "most favorable" and Oklahoma is the largest and most important of these from an agricultural standpoint.

Throughout the entire country Babson finds but three states present "golden" selling opportunities—Oklahoma is the largest of these.

Throughout the south and southwest he finds but one state displaying exceptional sales activity—that state is Oklahoma.

When month after month, despite the individual fortunes of any one crop, leading authorities place Oklahoma in the best business zone, it is significant that Oklahoma's prosperity is fundamental, resting not alone upon any one crop.

Oklahoma's growing crops for 1926 have a value more than \$27,000,000 above that of the preceding year, despite the low price of cotton.

Only one medium can give you entree to the "golden" selling opportunities of Oklahoma—that medium is the Oklahoma Farmer - Stockman, Oklahoma's *only* farm paper.

**The OKLAHOMA**  
**FARMER-STOCKMAN**  
*Oklahoma City*

**Carl Williams**  
 Editor

**Ralph Miller**  
 Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY  
 New York Chicago Detroit Kansas City Atlanta San Francisco

# 90 Per Cent Price Selling—10 Per Cent Merchandising—the Furniture Industry's Record

The Furniture Industry Has "Saled" Itself into Seasonable Slumps

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

"HO! Hum! Here it is about time for another sale and I've got to get busy," yawns and complains Mr. Average Furniture Dealer along about the first of February or August.

The seasonable furniture sale has degenerated into a debauch, in a business sense. It is, I am convinced, ruinous to the commercial well-being of the great furniture industry.

A mighty strong general statement, you say, for a manufacturer to make. Admitted. Therefore, the prosecution hasn't anything to do but prove its case. I take heart when I am reminded that the doctor doesn't necessarily have to have all the ailments of human kind before he can safely practice his profession on the ailing. It would seem, then, that the man who makes his living as a merchandising man has at least some license to ply his practice outside the immediate field in which he is engaged.

But I am going to bring the indictment and rest the case largely upon evidence and expert opinions that I have gathered. I have made the statement repeatedly, since I came into the furniture industry, that there is about 90 per cent price selling and 10 per cent creative and service merchandising in this centuries-old industry. When I look on, helpless to do more than talk, argue and plead, while the February and August sales and all the rest of the "Big," "Wonderful," "Unheard of" cut-price sales rage throughout the furniture field, I wonder how the industry has survived as well as it has.

When the editor of PRINTERS'

INK asked me to write an article on the subject, I think he pretty well summed up the present condition when he said: "It has been my thought that the August and February furniture sales have developed into the biggest obstacle in the path of modern merchandising of furniture. It seems to me that these sales have been responsible for getting the entire industry into a frame of mind where it can think of nothing else but sales and low prices as means for increasing business. Just so long as these sales are persisted in, I fail to see how the furniture industry as a whole can lift itself out of the merchandising depression into which it has apparently sunk."

## DEFENSE WOULD BE FUTILE

My first impulse, when I read that statement, was to pick up my pencil and do what I could to defend the industry. There's always that sense of loyalty which causes one to rather resent having an outsider point to the shortcomings of his industry, regardless of how much we, ourselves, may criticize one another, good naturedly or otherwise, inside the fold. But I thought it over and my conclusion, after looking the facts squarely in the face, was this: "Well, if the furniture industry is in such condition that it not only attracts the attention of this leading independent merchandising publication but to such an extent that that publication's editor fires a broadside like that, it's about time each individual furniture man did his bit toward doing something about it."

My first move was to see our

general manager, S. M. Thurlow, who has been quite active in the manufacturing and jobbing branches of the industry for twenty-five years or more. I said to him: "Read this letter from the editor of *PRINTERS' INK*, and then tell me what you think of February and August furniture sales." When he had finished he looked up and said: "My, that's a solar plexus shot but he has stated facts. I'll answer you by asking this question: If you were going to buy new furniture for your home and knew that the longest you would have to wait before you could buy at sale prices was six months wouldn't you wait for the sale? Seasonable furniture sales are training home owners to buy furniture twice a year instead of throughout the year. There isn't any more reason why your wife should buy new furniture in February than any other month, is there? The original idea of the semi-annual furniture sale was sound—that of disposing of odds and ends, stickers or passing style pieces and possibly going so far as to offer a timely special to get people into the store. Now that has all changed. There isn't a city or town where cut-price sales are staged twice a year or between times that you can't buy practically anything for the home at sale price. The result is as suggested in my question: Furniture users are waiting for the semi-annual sales and price selling has become the order of the day."

Following this chat the idea suggested itself that I put the same query to a number of men of my acquaintance, whom I know to be recognized authorities on merchandising problems. So I wrote to the president of an advertising agency that handles furniture accounts; to the editor of one of our furniture trade journals; to the secretary of a large retail furniture dealers' association; to the manager of the furniture department of a large department store, who some time ago said to me: "I would like to meet a furniture salesman who knew how

to talk something else but price"; and to a small city dealer. There was not one word in any one of the replies that could be taken as a defense for cut-price sales.

W. F. Dunlap, president, Klau-Van Pietersom - Dunlap - Young-green, Inc., Milwaukee advertising agency, which handles the Kiel table account, and others, said:

"Five years ago the average woman went in to buy a piece of furniture. She looked over the stock and if she found what she wanted, bought it. That was the habit of 80 per cent of the women. Today, that same woman looks over the stock, finds what she wants and leaves the store to shop, knowing full well that she may save one-third of the purchase price and buy the same article somewhere else. There is scarcely a period of the year in the big city that some firm has not a furniture sale of some character or other, and all too often the sale is not really a sale, it is just doing business for as long a time as possible on a quick turnover.

#### DANGER IN SPECIALS

"Furniture is coming in the back door just as fast as it goes out the front. Manufacturers are contributing their share. There are manufacturers today who produce what they call specials, a dining room set, a living room set, or a bedroom set, which they sell for less than the actual factory cost, hoping thereby to ingratiate themselves into the good-will of the storekeeper and get some of his future business. Fortunately, this is not yet indulged in by all manufacturers. If it were, there would always be a bedroom set, a dining room set or a living room table which the dealer could purchase at less than cost, and after that the deluge.

"From the consumer viewpoint, the offering of these specials at exceptionally low prices brings about a wonderment at the variation she finds in price and makes her still more of a shopper. If we go back into the basic facts we find this: Very little if any furniture is purchased directly because of the

price—the great majority of it is purchased because of the need. Therefore, sales of any character are not making business. They are merely *taking* business.

"One of the trade papers made an analysis of a great number of accounts and found that 17 per cent of these purchased furniture because of a sale. The majority purchased it because of the need. Every time we hold a sale we draw business from the other dealer. If we eliminated all the sales, we would have practically the same volume of business.

"Sales have made a nation of shoppers in the furniture field. Shoppers are looking for comparative values. Furniture has been away over-priced and it is over-price that has led to sales and bargains, and thus to breaking down of the confidence on the part of the public of the rightfulness of any price. This shopping has forced narrower margins. The situation will ultimately right itself—right itself when margins are forced down to where some dealers can no longer exist.

"Then will come stabilized prices with enough margin to assure existence; then sales that may follow will only be legitimate sales to move shopworn, out-of-style or over-stocked merchandise."

Eagle Freshwater, editor, *Furniture Record*, Grand Rapids, Mich., said in part:

"Our policy has been for years to discourage store-wide sales. This is due to several factors, among them being: The emphasis on price only that such selling requires; the conviction that our February and August sales have educated a large portion of the population to buy furniture only in those two months, and the fact that the discounts often claimed on these sales and the type of advertising often used, give people a wrong impression. We consider them a very pronounced factor in producing the general opinion that furniture prices the rest of the year are too high.

"In other words, we have for years been advocating and are now, the merchandising of furni-

ture on a more standardized and on what we consider a more permanent and more constructive basis."

Here is what George H. Bricker, secretary, Ohio Valley Retail Furniture Dealers' Association, Columbus, Ohio, had to say:

"February and August furniture sales have taught the furniture-buying public to delay buying with the belief that money can be saved during these two months. This accounts for the customary summer slump prior to August and the absolutely rotten Decembers and Januarys which are common to the retail furniture business.

"Furniture men advertise 25, 35 and 50 per cent off during these sales, leaving the public to believe that there must be a big mark-up in furniture at retail. No retailer in his right senses can afford to give mark-downs such as these throughout his line, sale or no sale. If he does he won't be in the world of retail furniture for long.

"Sooner or later the progressive retailer of furniture is going to realize that good merchandise, priced right, needs no discount any month in the year. The wise retailer today is studying his store policy and making it his business to know just how his customers are treated. Incidentally, the short mark-ups and quick turnovers are things that are being recognized as necessary by progressive retailers."

#### SOME CONCRETE FIGURES

R. E. Dodd, manager of the furniture department of F. & R. Lazarus & Company, Columbus, Ohio, gives some concrete figures:

"January 11, 1923, I went with the American Furniture Company of Denver, as buyer and manager of its furniture department. This store is doing approximately three million dollars a year, and for a period of some ten or twelve years, prior to 1923, ran large August and February sales, as did all other furniture and department stores in Denver.

"A meeting was called early in 1923, which all furniture dealers

in the city attended. It was agreed, by all present, that, beginning in August, of that year, they would discontinue all February and August sales in the future. It was only natural that the sales for that August fell behind the sales of the corresponding month of 1922. But the sales the following month (September) were great enough to offset this loss. I have the figures before me, which show that August and September sales were greater than they were the year previous when the 'hurrah' sale had been run. It was also true the following February. Compiling the figures for February and March in 1924, the sales were 15 per cent in excess of the corresponding months of 1923.

"The trouble has been with most dealers that the fear of their competitors has prevented them from taking this stand. I feel that in most communities if the furniture dealers would get together and abolish their August and February sales, their year's business would show a larger grand total and certainly a very much better net profit. Where these sales are held it is impossible, in most all cases, to render satisfactory service to the customer.

"Another thing, the overhead in the average furniture store or department is exactly the same throughout the year. Therefore, I cannot see why dealers insist upon putting on these two gigantic sales, where they hope to do, and in most instances the figures will prove that their hopes are realized, 50 per cent of their year's business in these two months."

D. R. Brothers, a very successful retail furniture dealer right here in Marietta, had the following to say:

"You know where I stand on cut-price or special sales. They are the most harmful practice in the retail furniture business today. So long as the dealers in Marietta stand hitched on the 'no special sale' policy we can all do business in a pleasant and profitable manner and everybody—including the consumer—is happy. There is

always the danger that some dealer, who thinks that some other dealer is bettering him in some respect by going after business in the more effective manner, through better merchandising, will decide to 'jazz 'em up a bit' by putting on a special sale. Or one dealer gets close run for cash and puts on a 'closing out sale' of some kind. Then the bars are down. As conditions are now, we dealers in Marietta are doing more business than ever and we have the confidence of the buying public. No more sales for me—I am cured."

When the furniture industry places itself on a better merchandising, instead of a price selling, basis it will take its rightful place in the line-up of America's greatest industries.

### Stuart Campbell, Art Director, Lillibridge Agency

Stuart Campbell will become art director of Ray D. Lillibridge, Inc., New York advertising agency, on January 1. For the last year he has been art director of R. H. Macy & Company, New York, and previously was with The Corman Company, New York advertising agency, in the same capacity. Mr. Campbell was a member of the art staff of N. W. Ayer & Son for eight years.

Andrew Melvin, who has been with the Lillibridge agency for several years, will be assistant art director.

### Shoe Account for Harvey, Zoeller & Company

J. & T. Cousins, Brooklyn, N. Y., manufacturers of women's shoes, have appointed Harvey, Zoeller & Company, Inc., New York advertising agency, to direct their advertising account. Newspapers are now being used and magazines will be added to the schedule in February.

### William Peterman, Inc., Buys Flyosan

William Peterman, Inc., New York, manufacturer of Peterman's roach food, has purchased the Colonial Chemical Corporation, Reading, Pa., maker of Flyosan, Hot Pak and other chemical preparations.

### Sales Manager Made Treasurer of Ipswich Mills

Auguste Richard, sales manager of Ipswich Mills, Ipswich, Mass., manufacturer of hosiery, has been elected treasurer.



## Make Your Wishes For The New Year Come True

More distribution and sales is the one big wish of every national advertiser, and on this depends whether he and his organization have

## A Happy and Prosperous New Year

Now, there's that Philadelphia market, the third largest in the United States!

Resolve that you will go after it in earnest so that the end of 1927 will see your wishes realized.

### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Average daily net paid circulation for the six months ending September 30, 1926

**535,096** copies  
a day

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

New York.....247 Park Avenue (Park-Lexington Building)  
Chicago.....Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit...C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard  
San Francisco..Thomas L. Emory, Verree & Conklin, Inc., 681 Market St.

(Copyright 1926—Bulletin Company)

# The NEW YORK EVENING JOURNAL

## Produced Big Sales Results

Small copy run  
consistently paid  
big dividends

### Is Your Boy Hard on His Pants?

If he is, buy him a pair of lined mixtures, made with double seat; or a pair of O. K. corduroy knickers made with double seat and double knees to prevent wear at these vital spots. These pants are cut full size; they'll wear like iron, and they won't rip. And they are not expensive, either. Ask your dealer to show you these O. K. pants. Don't let your dealer fool you with substitutes.



## OK Knee Pants

737 Broadway, New York

"New accounts ranging in value from  
\$3,000 to over \$20,000 tell the story"

## O. K. KNEE PANTS COMPANY

MANUFACTURERS OF BOYS CLOTHING

737 Broadway, New York City

December 14, 1926

The New York Evening Journal  
2 Columbus Circle  
New York City

Gentlemen:

I have just instructed my agent to again renew my advertising contract with you.

The publicity I have been running in The Evening Journal has yielded me big dividends—definitely traceable to the copy which has appeared only in your paper.

I have always felt that the quality in my merchandise would win out for me if only I could convince the public and the store buyers. The advertising has accomplished that throughout the metropolitan market.

New accounts ranging in value from \$3,000.00 to over \$20,000.00 tell the story. To my everlasting satisfaction this has been accomplished in a relatively small space of time with small copy at an interestingly low cost. I have not made any changes in my prices to accomplish the results I desired.

Thanks to my advertising in The Journal, I can give my customers quality merchandise at competitive prices—plus a demand from consumers which today is most assuredly guaranteeing quick turnover.

Very truly yours,  
THE O. K. KNEE PANTS COMPANY,  
(signed) J. Kaplan.

## Read This Remarkable Testimonial

*To the value of small copy  
run consistently in the  
New York Evening Journal*

The "O. K." letter reprinted on the opposite page answers the question: "How can a manufacturer with a limited appropriation break into the New York Market?"

Mr. Kaplan tells what his company "accomplished in a relatively small space of time with small copy at an interestingly low cost," also of the definitely traceable results (in opening new dealer accounts and creating consumer demand) to the copy which appeared ONLY in the New York Evening Journal.

This newspaper covers the World's richest Market so thoroughly and is so well read in the home that small copy, run consistently, and backed by the right merchandise and selling effort, produces profitable returns.

Every day 677,565 people buy the New York Evening Journal and take it home where it is read by over two million men, women and children.

For 27 consecutive years the New York Evening Journal has had the largest evening newspaper circulation in America—and today has DOUBLE the circulation of the next New York evening paper PLUS 86,969 copies a day!

There is no other evening paper in the New York Market which enables you to reach, at one stroke, so large a percentage of the total possible consumers in this great field.

**CIRCULATION FOR SIX MONTHS ENDING  
SEPTEMBER 30th, 677,565 DAILY, NET PAID**

*A daily gain of 41,779 over the same period last year.*

# NEW YORK EVENING JOURNAL

*America's largest evening newspaper circulation  
... and at 3c a copy daily, 5c Saturday*

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office

100 Hearst Building, Chicago, Ill.

Detroit Office

General Motors Bldg., Detroit, Mich.



## In Detroit—The News Is the Acknowledged Radio Medium!

*Prints Two-Thirds Of All the Radio  
Advertising Published In Detroit!*

During the first 11 months of 1926, The Detroit News published the tremendous total of 586,250 lines of radio advertising, 72,912 lines more than during the corresponding period of a year ago, and virtually three times as much as any other medium.

Result getting ability, of course, is the reason for the remarkable showing—a result getting ability due to The Detroit News' thorough coverage of the homes in the local trading area and its matchless reader interest among radio enthusiasts.

The Detroit News radio station, WWJ, was the first in the world to broadcast regular daily programs. With transmission of entertainment still further enhanced by the recent installation of two steel masts towering 265 feet above the pavement, The Detroit News now furnishes even better radio entertainment to its readers.

# The Detroit News

The HOME newspaper

350,000 Sunday Circulation 320,000 Weekday Circulation

# The Inside Facts about the Mustard Club

A High-Price Advertising Joke, Perpetrated by the Makers of Colman's Mustard

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

WHEN one manufacturer so dominates the market in a product that he can afford to forget the brand and advertise the product alone, interesting developments are always in sight. There need be no monopoly; competition may exist and may even be active. But the dominant house can neglect this, and can afford to leave its rivals to their share in the general stimulation of demand.

Of course an increase in general demand frequently accompanies the advertising of brands, too. Well-known examples are cocoa in the British markets, where total consumption rose nearly ninefold in twenty years, and of cigarettes in the United States which rose sixfold in fifteen years, both from 1900, in each case as a result of competitive advertising. Unadvertised brands undoubtedly contributed to both these increases. Kodak advertising in Britain has been accompanied by a general increase in the demand for photographic material, and no wonder; Kodak copy has for the last ten years been almost entirely devoted to advertising photography as a pursuit.

But all these businesses are in a different class from that of J. & J. Colman, of mustard fame, whose recent excursion into humor is the advertising sensation of the day in the old country, as the Colman companies are the only producers of mustard worth thinking about.

Mustard is a native product of Britain. Anyone who pleases can grow and prepare it and its growth is so prolific that wild mustard is a yearly nuisance to the farmer. But J. & J. Colman, with their subsidiary companies, are the unquestioned leaders, having cap-

tured the market by quality, backed with consistent and liberal advertising. An incident of this is the feat of taking mustard out of the purely condimentary class and creating a new use for it. The mustard bath, not only as a remedy for colds but for the use of athletes and horsemen, is an accepted institution, consuming a great deal of mustard, and it is interesting to note that this side of the business has always been advertised with a touch of fun in the copy. Now J. & J. Colman have launched what is one of the biggest advertising jokes ever perpetrated in Britain. Early in October, a thirty-two-sheet poster appeared in London and in provincial towns with no other feature but the words:

"Have You Joined the Mustard Club?"

It was lithographed in caps and lower-case in black on white, with a yellow frame. Next, omnibus boards appeared with the question, similarly displayed:

"Has Father Joined the Mustard Club?"

This "teaser" campaign continued for some weeks, and excited a great deal of curiosity. No newspaper advertising was used at this stage.

## A SPOOF PROSPECTUS

The first development in the newspapers was a spoof financial prospectus. In England, stock issues are always announced in a conventional form, and a higher rate is charged by newspapers for them. Certain particulars must, by statutory requirement, be advertised. The first newspaper advertisement of the Colman joke-campaign followed closely the conventional stock-issue form, be-

ing headed with the name of "Mustard Club (1926) Limited" and some figures purporting to represent stock for subscription. The statutory language of a financial issue was parodied, and names of "directors," bankers, etc., listed thus:

#### DIRECTORS

THE BARON DE BEEF, Porterhouse College, Cambridge and Mixers Hall, Griddlegate, London, E. C. Chairman and Managing Director.

LORD BACON, The Rashers, Cookham. Managing Director of the Mustard Bath Club, Ltd.

LADY HEARTY. Tournedos Street, Mayfair, and Gammon Hall, Silverside, Lambshire. Director: Hare Raisers, Ltd.

SIGNOR SPAGHETTI, of no ascertained domicile. Director: Societa Anonyma Spaghetti, di Torino, and Macaroni (Sales), Unlimited.

MASTER MUSTARD, Eaton, Bucks. President of Mustard Pickles, Incorporated.

#### BANKERS

THE INCORPORATED BANK OF THE INTERIOR

and all its branches

SOLICITORS

For the Vendors

GAMMON AND SPINACH,

Farthing Alley, W. 1

For the Company

HEALTHY, WEALTHY AND WISE,

The Poultry, E. C.

AUDITORS

GLOSSY, OVER AND HOPE,

Amen Corner

SECRETARY AND UNREGISTERED OFFICE

MISS DI GESTER (CORDON JAUNE),  
108, Cannon Street, E. C. 4.

An abridged prospectus, list of contracts, and objects of the Mustard Club followed, again parodying the regular forms; and the copy, which filled two entire columns, ended with a comic application blank. The address on this was that of Colman's London office and quantities of letters were received, gravely asking for further particulars of the issue!

This appeared in a limited number of newspapers, being confined to those ordinarily publishing stock issues. The popular campaign started with five and a half inch two-column displays, in the style of the poster, with wording of which a specimen is "The Password of the Mustard Club: 'Pass the Mustard, please.'" Then eleven-inch, three-column spaces appeared with an open-screen half-tone portrait group, "The Officers

of the Mustard Club"—Baron de Beef, Lord Bacon of Cookham and the rest, as in the stock prospectus. Now a series of illustrated copy has started, in the same size, recounting the Adventures of the Mustard Club. The first is headed by a cut of a police magistrate's court with the headline and subhead:

#### ARREST OF THE BARON DE BEEF

*What is a Sandwich?*

The Baron has refused to pay for a railway sandwich (food at railway bars is a standing topic with our humorists) on the ground that it contained no mustard. Needless to say, the charge is dismissed and the nobleman released without a stain on his character.

Smaller advertisements contain the rules of the imaginary club, as follows:

#### RULES of the MUSTARD CLUB

1. Every member shall on all proper occasions eat Mustard to improve his appetite and strengthen his digestion.
2. Every member when physically exhausted or threatened with a cold, shall take refuge in a Mustard Bath.
3. Every member shall once at least during every meal make the secret sign of the Mustard Club by placing the mustard pot six inches from his neighbor's plate.
4. Every member who asks for a sandwich and finds that it contains no Mustard shall publicly refuse to eat same.
5. Every member shall see that the mustard is freshly made, and no member shall tip a waiter who forgets to put Mustard on the table.
6. Each member shall instruct his children to "keep that schoolboy digestion" by forming the habit of eating Mustard.

*The Password of the Mustard Club is "Pass the Mustard, please!"*

Described thus baldly, this campaign, for which it is obvious that large sums are appropriated, may not sound very funny, but it has caused a great deal of amusement, and The Mustard Club is being talked about everywhere. The most successful lines in the new Cochrane revue are based on it and hardly a speech is made on any subject which does not borrow a laugh by dragging in The

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# One advertising cost /

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THERE ARE some markets that can be covered thoroughly, economically and impressively with one newspaper, at one advertising cost. Such a market is the Indianapolis Radius—population 2,000,000. The medium is *The Indianapolis News*, for 57 years its greatest newspaper and outstanding advertising medium.



## The Indianapolis News

FRANK T. CARROLL, *Advertising Director*

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

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Mustard Club. London newspapers have referred to the "club" on their contents-bulletin; it has been mentioned in radio transmissions, here under government control which strictly excludes advertising matter, and a placard about it even appeared in the Lord Mayor's Show, hitherto always immune from advertisements. A note of practical astuteness is to be observed in the distinctively masculine flavor of all the advertising copy.

## Another Upturn in Publication Trend

THERE is a total of 22,200 publications reported in the 1927 edition of Ayer's "American Newspaper Annual and Directory." This is a gain of ten for the year 1926 over the figure reported for 1925. This is the second time that a gain has been reported since a decrease was recorded in 1917, starting a downward trend which continued every year since, except in 1924.

When the Annual was first issued in 1869, a total of 5,411 publications was listed. In the 1917 edition, covering the year 1916, a total of 24,868 publications was reported. This number dropped to 22,353 for 1921 and still lower to 22,190 for 1925, which is followed by the slight upturn to 22,200 for the year now closing. Over this ten-year period the greatest fluctuation reflects itself in the falling off of country weeklies.

In 1922 Ayer stated that "the tendency toward consolidation of country newspapers, where there are several in one county is still apparent." This tendency still continues and, according to Ayer, is largely a result of the war and the conditions which followed. Country weeklies have been in process of consolidation with other papers in the same town or county, especially with county seat papers. Although weekly newspapers have decreased 3,329 in ten years, newspaper towns have decreased only 1,267 while county seats that have

papers have increased fifty-four in the same period.

During 1926, 952 new papers were added to the directory. This was the number added after rejecting ninety-five from 1,090 copies received in response to requests sent to 1,960 new publications of which Ayer had heard. Before the Annual went to press forty-three of these new papers had suspended. In addition there were 942 suspensions or consolidations effected during the year among old papers.

A tabulation of the various divisions, showing the total number for each recorded in the 1927 directory together with the net change from the previous year, follows:

	1927 Edition	Net Gain
Daily .....	2,451	2*
Tri-Weekly .....	84	9
Semi-Weekly .....	513	15*
Weekly .....	13,839	270*
Fortnightly .....	120	1*
Semi-Monthly .....	327	14
Monthly .....	4,073	228
Bi-Monthly .....	193	12
Quarterly .....	454	13
Miscellaneous .....	146	22
Total .....	22,200	10

\*Loss

The directory contains 378 lists of trade, technical and class publications, making an index of 558 sub-divisions of various industries and fields of special interest.

The present edition is the fifty-eighth since the Annual was started. George P. Rowell, founder of PRINTERS' INK, published the "American Newspaper Directory" for forty years until it was merged with N. W. Ayer & Sons "American Newspaper Annual," becoming the present "American Newspaper Annual and Directory."

## Palmolive-Peet Merger Completed

Final steps in the merger of the Palmolive Company, Chicago, and Peet Brothers Company, Kansas City, were taken last week when the stockholders of the Palmolive Company increased the board of directors from five to eleven and elected officers. A. W. Peet was elected chairman of the board and Charles S. Pearce, president of the Palmolive Company, was elected president and general manager. The combined companies will start the new year under the name of the Palmolive-Peet Company.



# First for Eleven Years

## In School Advertising

In 1926 — *for the eleventh consecutive year* — Vogue led all other mediums in resident school advertising by a wide margin.

In these eleven years the private schools have used

725,146 lines in *Vogue*

444,894 lines in *Cosmopolitan*

434,493 lines in *Harper's Magazine*

426,751 lines in *Harper's Bazar*

Nothing but results—in traceable enrollments produced by the advertising—can account for such consistent leadership. The most desirable patronage of the private school comes out of the homes that Vogue goes into.

This eleven years' experience of Vogue's school advertisers carries a wealth of meaning for every advertiser in the quality field.

# VOGUE

*One of the Condé Nast Group*  
*all members of the Audit Bureau of Circulations*

No. 4 in a Series

# **Boston Circulation- Strategy**

Is it a bit of circulation-strategy for Boston papers with morning and evening editions—

- to compel you to buy both editions as a unit
- for each paper to compare its combined morning and evening circulation with that of the leading individual morning or the leading individual evening paper?

You can meet the strategy of the compulsory combinations by comparing combinations with combinations rather than with individual papers — by forming optional combinations of the leading morning and the leading evening papers.

Note how the *optional* combinations stand out in comparison with the *compulsory* combinations:

	Circulation	Milline
1st combination (optional) American and Post	655,300	1.68
2nd combination (optional) American and Advertiser	415,584	1.68
3rd combination (compulsory) Globe, Evening and Morning	273,240	1.83
4th combination (compulsory) Traveler and Herald	250,998	1.99

## Boston American Boston Advertiser

Rodney E. Boone  
9 East 40th Street  
New York City

H. A. Koehler  
Hearst Bldg.  
Chicago

S. B. Chittenden  
5 Winthrop Sq.  
Boston

F. M. Van Gieson  
Monadnock Bldg.  
San Francisco

Louis C. Boone  
Book Tower Bldg.  
Detroit

## "The Public Be Told"

A very useful occasional publication is issued by Ivy L. Lee and Associates in this city.

Its heading states that "public sentiment is everything" and that "he who molds public sentiment goes deeper than he who enacts statutes or pronounces decision."

That public sentiment *may* be molded is proved every day. We have had frequent occasion to assist in its molding, in favor of some product or industry.

**CHARLES FRANCIS PRESS**

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

# A Convention Made to Order for Each Salesman

A Description of the Kind of Sales Convention That Is Favored by the Greenfield Tap and Die Corporation

By Galen Snow

Manager, Sales Promotion Department, Greenfield Tap and Die Corporation

**W**HAT I suggest as a remedy for at least some of the evils of a general sales convention is: Spread out your sales conference through the year. If there are twelve men on your force, have one man in each month and give him three days of intensive specialized work planned with particular reference to his own problems, instead of three days of the general uplift he is likely to get from the regular convention. The success of such individual sales conferences, if we may call them such, depends on their being planned as carefully—if anything more carefully than an ordinary general conference. The benefits are manifold, among the more obvious ones being that you will not take up the time of your representatives from Texas or Florida with a masterly harangue on the winter mitten market, or sweat for three hours to give the men who are covering Western farming territory the latest dope on selling special machine tools.

Most sales conferences, though probably not the most successful ones, are run by the home office for the men. To be sure, opportunity for the exchange of ideas and methods and the recounting of individual difficulties from the floor is usually provided, but the control of such discussions is not always easy. Even an experienced chairman when shutting off unprofitable arguments, or guiding a discussion into instructive channels is continually in danger of making mental wounds which heal very slowly. It frequently happens that what you learn from the salesmen can be turned to greater account than what you are able to teach them. They are in close touch with conditions in their territories. They see much, perhaps a lot of

it subconsciously, and one of the most important jobs of the sales executive is to assemble that information. We all recognize that the most successful sales managers are those who spend a lot of time keeping in touch with field conditions. Why, then, should we countenance a plan which brings our business scouts thousands of miles, and then organizes them for three days so there is no chance to get the very information we ought to seek most eagerly?

Through the individual conference we eliminate that stumbling block, for it is possible to arrange the highly important individual conferences that are mutually so helpful. Individual conferences have this advantage, too. Matters of policy are taken up without an audience present, and misunderstanding or deliberate disobedience on the part of the salesman can be firmly corrected without having to figure some way to let him save his face before his fellows.

## ALL ARE NOT ORATORS

Almost everyone knows of men in his own business, certainly among his acquaintances, who can sit down with a single man and sell ideas in wonderful style, but who is practically tongue-tied when he gets up before a crowd. There are more people of that sort than is commonly realized, particularly among executives and factory men whose work prevents their getting out in the field and mixing as much as might be desirable. Individual conferences will permit capitalizing the knowledge and experience of such men, as well as increasing the respect which your salesmen have for them. During a two or three-day individual conference the salesman can be filled so full of the

sort of brass-tack information that will actually help him that he can't wait to get back and begin to use it. He gets what he needs from the home organization—in large doses.

Finally, the individual conference has the advantage of keeping most of your men in the field most of the time, a particularly important matter if your business is one where the majority of your orders are taken by your salesmen. The advantages to your home office force are equally evident.

One thing has not yet been mentioned—entertainment. My ideas on this subject are predicated on the belief that most normal men like to be with and to be seen with the more important people in their particular world. Salesmen who spend much of their time on the road are peculiarly responsive to the influence of home or club. Then why not substitute a bit of friendly personal contact for the clumsy, formal schedule of entertainment that is part of every general sales convention? Easy—if you adopt the individual conference idea. The salesman expects to dine and pass the evening with his boss when the boss meets him on his route—but he doesn't expect to be made a personal guest in the home of his boss or taken to his favorite club. Hence, if such an invitation comes his way he is twice as sure that the boss is a good fellow, one who knows his stuff and yet isn't a "high hatter." In large organizations the sales manager doesn't know all the salesmen, sometimes he can't even know their names, but if he can't, his district managers can, and can extend the same sort of personal good fellowship. Also some executive offices are located in cities and the executives live in the suburbs—and some sales managers haven't homes and some don't belong to clubs. But the idea's the thing, its execution is merely a matter of detail. Of course, this is heresy to some types of sales managers. They know a hundred reasons why it's bad to get on too personal a plane with their men. I merely ask the man who makes his living by his ability

to make himself and his firm liked and respected, whether his supply of tact is insufficient to maintain his relations with his subordinates on a friendly plane without sacrifice of his authority.

Properly handled, this personal touch in entertaining, sincerely done, will increase the salesman's liking and respect for his sales manager, and bring them closer together, to say nothing of the excellent chance it offers to discuss important matters on a non-official basis and free from interruption.

Another thing about the individual conference idea that can't get too much attention, is the planning of the salesman's time during his few days at the office. It is easy to feel that, after all, he's only one salesman and except for one or two set interviews he can be trusted to take care of himself. Don't do it that way. Try to remember that it cost a lot of money to get that man in, and it is an important job to see that he learns enough to make the cost an investment and not an expense.

#### TWO OBJECTIONS

Two of the most frequently voiced objections to this plan of handling salesmen are that the different salesmen don't come to know each other and each other's problems first hand and thus it's harder to establish an *esprit de corps*; and that it makes it impossible to display the year's sales and advertising plans at the right time and in a sufficiently impressive manner.

The answer to the first is that as a salesman is responsible to his sales manager or the latter's representative, and not to his fellow salesmen, it is obvious that a plan designed to strengthen that natural relationship should be preferable to any other. Of course it's a wonderful thing to have all salesmen good personal friends, but with most sales forces it looks to me a good deal like the Einstein Theory—marvelous, but what's the immediate good?

The second objection is more serious. The proper answer must depend on the sort of business and how it is handled. If the sales

*A good  
newspaper  
is closing the  
books of 1926  
on the greatest  
year in its  
history*



**Chicago Evening American**

*A Good Newspaper*

force is not too large—say not over fifty men—the territory can be divided between the sales and advertising manager and with a little planning easily covered in three weeks. With large forces, district meetings can be held. In these days when it is pretty well recognized that sales managers and advertising managers can't do a 100 per cent job from a desk, such an idea is not exactly revolutionary. Many concerns do it every time a new campaign is started. Any ingenious sales executive can handle this easily.

Of course the above doesn't go for all companies. But for a medium-size sales organization, selling all over the country and with several different lines it presents interesting possibilities.

### Kaffee Hag Registers a Slogan and House Magazine

KAFFEE HAG CORPORATION  
CLEVELAND

Editor of PRINTERS' INK:

We have been using "The Coffee That Lets You Sleep" as a slogan for four years. Will you kindly register it in your files?

In addition, we have published a monthly called "The Coffee Cup" for our grocers. Will you please register this, as well?

GEORGE GUND,  
President.

### Will Direct Richmond Community Campaign

LaMotte M. Blakely, of the Richmond, Va., *Times-Dispatch*, has been elected secretary-treasurer and director of publicity of the Richmond Chamber of Commerce. He will have charge of an advertising campaign on the commercial and civic advantages of Richmond.

### Implement Account for Reincke-Ellis

The Challenge Company, Batavia, Ill., manufacturer of windmills, tanks and engines, has appointed the Reincke-Ellis Company, Chicago advertising agency, to direct its advertising account. Farm papers will be used.

### Moon Motor Reports Sales

The Moon Motor Car Company, St. Louis, reports net sales for nine months ended September 30, 1926 of \$7,556,561, compared with \$10,323,467 for the same period in 1925 and \$7,675,128 for the same period of 1924.

### F. R. Goodell, Partner in Cowan, Dempsey & Dengler

Frank R. Goodell has joined Cowan, Dempsey & Dengler, New York advertising agency, as an associate partner. From 1921 to 1925, inclusive, he was with Congoleum-Nairn, Inc., Philadelphia, Gold Seal congoileum floor coverings, first as manager of its Western branches and later as general sales manager. From 1912 to 1919 he was a partner in Niles & Goodell, Inc., selling agents South of New England for the Converse Rubber Shoe Company, Malden, Mass. In 1919 he became a director of that company, acting as vice-president in charge of the tire division.

Prior to his association with Cowan, Dempsey & Dengler, Mr. Goodell was engaged in special marketing work.

### Donald Harris to Direct A. B. P. Advertising

Donald Harris, in addition to the new duties which he has undertaken following his election as secretary of the Associated Business Papers, Inc., New York, has been appointed advertising manager. He has been with the association for about two years as assistant to Jesse H. Neal, who has resigned as executive secretary. Mr. Harris was at one time an associate editor of *Popular Science Monthly* and has been engaged in advertising and publishing work in Florida and Seattle.

### G. J. Healey, President of New Hosiery Business

George J. Healey, recently sales manager of "Onyx" Hosiery, Inc., New York, has been elected president of the Combine Hosiery Corporation, a new company with headquarters at New York. The other officers of the Combine company, who were all associated with the Onyx company, are: George W. Wilcox, vice-president; Gilbert W. Douglas, secretary, and Fred R. Kingman, treasurer.

### Lindenstien-Kimball Open Chicago Office

Lindenstien-Kimball, Inc., publishers' representative, with headquarters at New York, has opened an office at Chicago. This will be under the management of J. E. Middleton, who has been made a vice-president of the Lindenstien-Kimball organization. He was recently with M. C. Mogensen & Company, Inc., as Chicago manager. He was at one time Western manager of the *New York World*.

### Reimers & Osborn Appointed by Literary Guild of America

The Literary Guild of America, Inc., New York, has placed its advertising account with Reimers & Osborn, Inc., advertising agency of that city. General and class magazines and newspapers will be used.



# "D'Artagnan of Journalism"

TO OUR sprightly contemporary, *The New Yorker*, we are indebted both for the heading of this advertisement and the tribute that follows:

"By its dashing chivalry, its manifest honesty and its high spirits, *THE WORLD* has won the great following that always seeks out the adventurous leader.

"By its hospitable resolve to be entertaining as well as enlightening, it has drawn to its staff the most notable American critics of art, books, music, the theatre, brilliant paragraphers and commentators, and artists who in cartoon, caricature or comic strip convey the salient facts of current American life.

"By its strength, grounded in the intelligence and progressiveness of its readers, and their high responsiveness to its qualities of leadership and vigor, *THE WORLD* qualifies as a **primary medium** for both local and national advertising."

The bold face italics above are our own—thanks!

**The**  **World**

NEW YORK

Pulitzer Building  
New York

Tribune Tower  
Chicago



**Lowest  
inquiry cost  
of any monthly  
publication  
on our list**

## General Laboratories

Manufacturers Chemists  
MADISON, WISCONSIN, U.S.A.

September 15, 1926

Curtis Publishing Co.  
231 So. La Salle St.  
Chicago, Illinois

Gentlemen:-

We naturally are interested in a recent letter from you setting forth a review of your progress with the new Country Gentleman monthly during the last twelve months.

Our Advertising Agency has just spent two days with us going over the records of our past year's advertising and picking the 1926 - 27 list of publications to be used.

You might be interested in knowing that The Country Gentleman produced inquiries at the lowest cost of any monthly publication on our list. Country Gentleman's inquiries, furthermore, are from the type of farmer which makes up our largest market for B-K — we believe this the result of your editorial policy.

As a result, Country Gentleman will be used eleven times on our new schedule as compared with five times on our previous year's schedule, and it is the only national publication to receive year around advertising.

This should indicate our confidence in Country Gentleman readers as a market for B-K.

Yours very truly,

GENERAL LABORATORIES

By-

S.H. Crounse  
Sales Manager

0-5

THIS DOCUMENT MAKES NO CONTRACTS OR SALE AGREEMENTS OF ANY KIND EXCEPT IN WRITING AND SIGNED BY THE CUSTOMERS AND OUR SALES REPRESENTATIVE AND SUBJECT TO FINAL APPROVAL BY A QUALIFIED AUTHORIZED OFFICER OF THE COMPANY AT MADISON, WIS. ALL AGREEMENTS ARE SUBJECT TO STRIKE, COMMERCIAL INTERRUPTIONS OR OTHER CONDITIONS BEYOND OUR CONTROL.

*The Modern Magazine  
for Leadership Farm Families*

# *The Country Gentleman*

**THE CURTIS  
PUBLISHING COMPANY**

**INDEPENDENCE SQUARE  
PHILADELPHIA, PENNSYLVANIA**

**Advertising Offices: Philadelphia, New York  
Chicago, Boston, San Francisco  
Detroit, Cleveland**

**this notice  
is addressed to  
the fine big staff  
of top notch  
chaps selling for us  
in the national field  
happy new year  
good luck  
you're a great bunch  
and the  
Detroit Times  
is proud of the  
kind of men who  
represent it.**

# Now Turkeys Are Advertised

Our Other National Bird Is Trade-Marked and Distributed in a Modern Manner

THE savory and delicious turkey is justly entitled to rank as our second national bird. While its more showy rival, the eagle, is an inspiring sight on the wing, or on a gold piece, a butter-basted, well-browned turkey, served piping hot, is a sight which has been known to rob strong men of speech or power of description.

It seems but natural, therefore, that a bird so typically American should now have employed on its behalf the same sort of merchandising methods which have made many other products of its country famous. The person who does the family marketing can now go into the dealer's store and pick out a turkey which has securely fastened to it a trade-mark button. This button announces that the gobbler is a member of the De Luxe brand family of turkeys. Back of

the trade-mark and the recent newspaper advertising announcing it to the people of Chicago, New York and Newark, is an unusual selling story, one typical of the development of new advertising accounts in many fields.

The Peter Fox Sons Co., with home offices in Chicago, is a packing house proprietor which has long dealt in eggs and butter as well as poultry and like products. Turkeys were at first merely one item in the line, of little more importance than many others. But continued experience in selling them to the wholesale distributors

led the company to appreciate both their possibilities for better selling, and the necessity for improving and grading the product to be sold. When the family decides to buy a turkey, a quality product is wanted.

The buyer doesn't care about shopping around. She wants to buy quickly in full confidence. Up to the present she has had to depend entirely on the reputation of her local dealer.

There seemed an opportunity in this situation for branding. Turkeys became gradually a more important item in the Fox business, and at the same time those of prime quality became more difficult to secure. Turkeys are not easy to raise. There are special feeding, fattening and other problems. There was obviously an opportunity to act as distributor for trade-marked quality turkeys from a section of the country

fitted for turkey raising. But a continuous supply of the type of merchandise which the Fox company knew the public would buy was essential. Several years ago, and long before any advertising appeared, the company started a direct-mail campaign to farmers in a certain locality to advise them how to produce the sort of turkeys the company was willing to trade-mark. Letters, circulars and booklets were sent to help them produce better turkeys.

"We started such a campaign with 2,000 farmers," says Frank Fox. "Some of them were turkey



## Turkey De Luxe for Your Christmas Dinner

This is the first time you have ever been able to get a trademarked turkey—a young, fresh, hand-picked De Luxe bird, selected by experts from the cream of the flocks of the Fox family.

De Luxe Turkeys are the fatter to be had anywhere—at any price. Fed to the full on the finest corn, fed, dressed and packed by scientific, sanitary methods—their flavor and quality are unsurpassed. A butter-basted, browned De Luxe Turkey, served smoking hot, with its savory fragrant during turkey dinner the day to come and to tempt everyone's appetite—the best Christmas in the world that your Christmas dinner will be the most delicious feast you ever tasted.

Please your dealer today! Tell him you want a De Luxe Turkey. It will be delivered to you with the De Luxe trademark button attached to it as a guarantee that you have selected the finest turkey in the land! No shopping around—the turkey dinner. Order YOUR De Luxe Turkey TODAY.

Phone your dealer and place your order right away

THE PETER FOX SONS CO.

401 West 10th St., New York City (Phone 1000)

<b>To Dealers:</b>	<b>Wholesale Distributors of De Luxe Turkeys:</b>
De Luxe Turkeys are available from the distributor, ready to be sold, in any quantity.	Chicago: Peter Fox Sons Co., 401 West 10th St., Phone 1000.
Along the De Luxe Turkey is a guarantee button attached to it as a guarantee that you have selected the finest turkey in the land! No shopping around—the turkey dinner. Order YOUR De Luxe Turkey TODAY.	New York: Peter Fox Sons Co., 401 West 10th St., Phone 1000.
	Philadelphia: Peter Fox Sons Co., 401 West 10th St., Phone 1000.

NEWSPAPERS IN THREE CITIES WERE USED JUST BEFORE CHRISTMAS TO ADVERTISE THE TRADE-MARKED TURKEY

raisers; others had never raised turkeys for market before. To all of them we gave complete advice from the day the turkeys were hatched to the time they were ready for market. We told them what to do when the grasshoppers came, when and what to feed the birds and generally how to develop the greatest number of top grade turkeys from their chicks. The list of 2,000 farmers grew to a total of more than 60,000. Our men selected from their flocks the pick of the lot and those we marked with the De Luxe trade-mark. In the meantime, we studied better and more scientific methods of dressing, packing and distributing through wholesalers to the retail dealers.

"Before Thanksgiving this year we used what we believed to be the first advertising for a trade-marked turkey. This ran in Chicago papers. The results were so successful that we are now using the Christmas advertising to which has been added New York and Newark papers over the signature of our New York office. The copy carries a list of wholesale distributors."

A special dealer help in the form of a big poster which features the trade-mark and identifies the dealer's store as a place where De Luxe turkeys may be purchased is an important part of the merchandising plan.

That is the story so far as turkeys are concerned.

The popular bird joins oysters, ducks and its old friend cranberries among the advertised feast products.

### Radio Account for Hurja-Johnson-Huwen

The Holmes Electrical Manufacturing Company, Chicago, manufacturer of radio equipment, has appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to direct its advertising account. Radio publications will be used.

### T. W. Burrough Joins "College Humor"

T. W. Burrough, recently with the Daken Advertising Agency, Inc., Seattle, Wash., has joined *College Humor*, as art director.

### Norman Heffron Joins Geyer Agency

Norman Heffron, for a number of years advertising manager of the Holeproof Hosiery Company, Milwaukee, Wis., has joined the staff of The Geyer Company, Dayton, Ohio, advertising agency, as an account executive.

John O. Armstrong, of the editorial department of the *Detroit Times*, also has joined the Geyer agency.

### D. M. Linton Is Again Directing O-Cedar Advertising

Deane M. Linton, for many years advertising and sales director of the O-Cedar Corporation, Chicago, which he joined in 1912, has returned to that organization as advertising manager and merchandising counsel. He resigned in 1922. Until recently Mr. Linton has been with The Geyer Company, Dayton, Ohio, advertising agency.

### Barbour Welting Account for John W. Queen Agency

The Barbour Welting Company, Brockton, Mass., manufacturer of Barbour stormwelt for shoes, has appointed the John W. Queen Company, Boston advertising agency, to direct its advertising account. Magazines and newspapers will be used.

### C. W. Matheson to Direct Kelvinator Sales

C. W. Matheson has been elected vice-president and director of sales of the Kelvinator Corporation, Detroit, Mich., electric refrigerators. He recently held a similar position with the Oakland Motor Car Company, Pontiac, Mich.

### E. C. Van Winkle Advanced by Sweet-Orr

Edgar C. Van Winkle, of Sweet-Orr & Company, Inc., New York, overalls, etc., has been elected vice-president in charge of purchasing and a director. He has been with that company for twenty-two years.

### Co-operative Campaign for Asheville Hotels

The Hotel Men's Association of Asheville, N. C., will conduct an advertising campaign during the winter and spring in newspapers and magazines. A. H. Malone is chairman of the committee in charge.

### New Daily Newspaper for Dothan, Ala.

The *Sun* is a new daily newspaper which is now being published at Dothan, Ala. J. D. Sanders is president, Angus Acree, editor, and J. L. Acree, Jr., secretary.



# Ascendant

On January first The Times-Picayune will wish a happy New Year to the greatest family of readers in the South—to a family larger than ever before in the ninety years of its service to its community and to a family whose faith in its dependability has never been betrayed.

In New Orleans and in the South, influenced in thought and in needs by its sectional metropolis, The Times-Picayune is more than a newspaper—it is an institution whose prestige the passing years serve only to enhance.

The Times-Picayune is closing the books on the most prosperous year in its history, with every indication that 1927 will continue the record of the star ascendant. Its columns will direct more buying and selling during the coming year than any other medium in its field. It will influence the exchange of more Southern money for nationally advertised products than any publication in the New Orleans market. And space in its pages will mean the greatest profit per advertising dollar invested of any New Orleans newspaper.

## The Times-Picayune

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### IN NEW ORLEANS

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Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenberg and Noee, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

## Getting Buyers to Sign Checks as Well as Orders

A. S. ALOE COMPANY  
ST. LOUIS, MO.

Editor of PRINTERS' INK:

The writer has been looking around for suggestions and ideas relative to a good follow-up collection letter system. Our company sells on the instalment and also thirty-day plan.

A. S. ALOE COMPANY  
H. W. PENZLER.

A SUCCESSFUL sales plan is a good pattern for a collection plan. One difference between the sale and the collection is that in one case the customer is induced to sign an order and in the other to sign a check.

The PRINTERS' INK Publications during the last few years have published a great deal of material on collection letters which have produced results. A complete list of these articles has been sent to Mr. Penzler. Reading these articles leads to the conclusion that collection letters should fit in with the company's general sales policy, and that they should leave no sting. The usual process is to start off with an explanation. Such a first letter intimates that the recipient may have overlooked the small item due. The series gradually becomes more specific and slightly more insistent.

While it is usual to have the fifth or sixth letter so specific that it is almost definite in character, we have observed that in several cases, when a different type of letter was substituted at about this stage of the proceedings, results increased. One such letter had at the top a large pin with a red head. The letter itself called particular attention to the pin. The writer gave a brief resumé of the letters which had preceded and suggested good-naturedly but pointedly that the pin would make an excellent method of attaching a check to the letters. The words, "Here it is," written in ink or pencil would be sufficient reply, the letter intimated. This substitute for the polite threat toward the end of the collection series was so out of the ordinary that it induced many people

to use the red-headed pin for the purpose specified. Checks, together with good-natured replies, were received instead of letters from people frightened into paying through fear of lawsuit.

Collection letters should not beat around the bush. They should go straight to the point in as friendly a manner as is possible under the circumstances. No one likes to be dunned for a bill but there are ways of making a man pay up which leave him friendly instead of angry.—[Ed. PRINTERS' INK.]

## Changes in Calkins & Holden

John Magee and Norwood Weaver have acquired interests in Calkins & Holden, Inc., New York advertising agency, and will become members of the board, effective January 1.

Before joining Calkins & Holden, Mr. Magee was with The Manternach Company, Inc., Hartford Conn. For seven years he was in the advertising department of the Curtis Publishing Company, three of which he served as New York manager of *The Saturday Evening Post*. Mr. Weaver had also been with the Curtis company, where he was for two years first assistant to C. C. Parlin, head of the division of commercial research. Later he was for seven years vice-president and director of the F. J. Ross Company, New York.

## D. R. Osborne to Join Studebaker Corporation

David R. Osborne, advertising manager of The Todd Company, Inc., Rochester, N. Y., will join the Studebaker Corporation of America, South Bend, Ind., as training director on January 1. Before his appointment as advertising manager of The Todd Company, Mr. Osborne was in charge of the publications division. At one time he was advertising promotion manager of *Farm and Home*, Springfield, Mass., and director of that publication's service bureau for national advertisers.

## Business-Paper Campaign for Burson Hosiery

A business-paper campaign will be conducted by the Burson Knitting Company, Rockford, Ill., manufacturer of Knit to Fit and Comfort Foot hosiery. Application was recently made by the Burson company for registration of Comfort Foot as a trade mark. Direct mail and dealer helps will also be used in this campaign, which is being directed by the Rockford office of The Western Advertising Agency, Inc.

Miss Florence Greiser, Clifford Horkheimer, R. R. Williams and W. E. Church have been added to the advertising staff of the Miami, Fla., News.



# Doesn't Editorial Vitality Develop Advertising Power

# ?

"I like it all the way through—stories, articles, illustrations, typography and make-up. It has a 'bright and shining' look."

[ "*Am I Worth More Than I'm Getting?*"—  
An interesting article in the January issue ]

# Success Magazine

TWO FIFTY ONE FOURTH AVENUE, NEW YORK

# Substantial Gains

**Kansas Farmer** closes 1926 with a substantial increase in advertising lineage over 1925.

## *The Sixth Consecutive*

Many different measures may be used to determine the value of a paper: The men who edit it; the nature and quality of its editorial content; the kind and number of advertisers who use it; the standing of the house which publishes it; the number of exclusive accounts it carries; its advertising record both alone and in comparison with competitors, etc.

# KANSAS FARMER

—CAPPER PUBLICATION—

Topeka,

Kansas

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# ns In Advertising!

**Missouri Ruralist** closes 1926 with a substantial increase in advertising lineage over 1925.

## ve Year of Steady Growth

As to whether or not it is a "good buy" depends partly upon its coverage and its rate. If its coverage is adequate and its rate fair it will be reflected in its advertising record. These Kansas and Missouri state farm papers meet every test. Advertisers have measured them by all kinds of yardsticks and their predominance is but a reflection of their worth.

# R MISSOURI RURALIST

—CAPPER PUBLICATION—

St. Louis,

Missouri

# There Are No Detours in This Road Map of Business

Picture all your prospects traveling the right road—direct to the local dealer who stocks your product—the product you have spent good money to advertise in a great, big National way.

Fix in your mind this huge procession and its potential profits, *if properly directed*.



If left to their own devices this same procession will dwindle to a straggling few of the more determined prospects, by reason of the natural tendency to follow the "line of least resistance." Many will fall victim to the parasitical "just as

good" dealers, who divert them from the business highway—*your* business highway.

Make it easy for the potential purchasers of your Nationally Advertised product to travel in a straight line (the shortest distance between two points) to your dealer, by using the Road Map of the modern business world, The City Directory, indelibly marked so that no detours are necessary.

*Send for booklet "City Directory Coverage"*

**R. L. POLK & CO.**

*National Advertising Representatives*

**ASSOCIATION of  
NORTH AMERICAN DIRECTORY  
PUBLISHERS**

**524 Broadway**

**New York City**

# Advertising Agency Solicitation: "As It Should Be"

Some Pointed Extracts from a Play Written for the New York Council of the American Association of Advertising Agencies

THE New York Council of the American Association of Advertising Agencies has recently issued, in pamphlet form, a play written by Howard W. Dickinson, vice-president of the George Batten Company, under the title "As It Should Be," which it describes as "an advertising episode." Generally speaking, that characterization is in order. Perhaps it is worthy of a better and more specific description. It might be called a highly amusing burlesque on present-day advertising agency solicitation, with a moral. That moral, the author shows, would "save considerable sole leather for agents" if taken to heart.

The play is concerned with the selection of an advertising agency by the Sharpe Pocket Knife Company. When the play opens the audience is given to understand that the method by which the agency is to be chosen is the method decided upon by one Walter Sharpe, president of the Sharpe Pocket Knife Company. He has as helpers: Miss Clara B. Towne, assistant advertising manager; B. Carlton Smythe, advertising manager; Lester Jones, treasurer, and Amos Bright, sales manager.

Mr. Sharpe's method is this: Select a number of agents; ask for their plans in advance (this, despite the fact that the standards of practice set by agencies in their association disapproves of plans submitted in advance), and to grant each agent a ten-minute interview, one after the other, on a stated day.

Six agents have been invited to submit advance plans. Of that number five have done so and one has flatly refused. Representatives of the five agents cool their heels in a reception room while the assembled brains of the Sharpe company discuss the forthcoming meeting. During that discussion the advertising manager plainly

indicates his preference for the agency which refused to submit a plan in advance. For this effort, President Sharpe tells him, "You're a bright boy, Smythe, but you can't put that one over on us."

The first agent to appear for his interview is the head of the Apperson Agency, Mr. Apperson, himself. He has left in the reception room a Mr. Barker, one of his new account executives. After Mr. Apperson has made clear his friendship with one of the president's golfing companions, the interview gets under way with the first remarks coming from the advertising manager. Part of the dialogue follows:

*Smythe*—Mr. Apperson, we have gone over your plan and your beautiful exhibit of material very carefully. It impresses us as very interesting and attractive. We have noted carefully what you said about the relatively small agency being able to give personal service to the interests of the firm. We have reviewed your material and have considered it very attractively done. We have not yet, however, made a definite decision. Have you anything that you would like to add?

*Apperson*—Only this. No other agency is quite as much at home in the hardware trade as we are. We have just secured the services of a brilliant account executive, whose fifteen years of business experience have focused on the hardware trade. He started out as a salesman for Simmons Hardware Company, got the full benefit of that experience, became sales and advertising manager of a great producer of fine tools, including many kinds of cutting tools, and was the kind of man in that capacity who was constantly on the alert to see what was happening in the trade.

*Sharpe*—That sounds interesting!

*Apperson*—Instead of being a desk sales manager, he was always out whenever he could get the time, meeting the trade, studying conditions and selling goods. He has a rare combination of mental powers and splendid nervous energy. He has had a good deal to do with pocket knives. I have brought him with me and there is no need of your meeting him, but if you would like to take a look at him, he is outside.

*Smythe*—Why, that's fine! Bring him in. (Bus. Apperson brings in Mr. Barker, introduces him, etc.)

*Bright*—Mr. Barker, Mr. Apperson tells us that you have had quite an experience in the hardware trade.

*Barker*—Well, that has been my job for fifteen years. By the way, Mr. Bright, isn't Simpkins, of the Acme Hardware Company, a friend of yours?

*Bright*—Sure he is. What's become of old Simp? I haven't seen him for three years.

*Barker*—Well, about two years ago Simp got out of health and retired. Went to the South Sea Islands and got back his health. Now he is huskier than ever. He is in town here now. Just made a connection with the Grant Powder Co., as vice-president in charge of sales. If you like, I will get in touch with him and—say, by the way, why can't you and Simp take lunch with me some day next week?

*Apperson*—Well, gentlemen, we won't take any more of your time. I just want to leave this in closing, that with your account in the hands of the Apperson Advertising Company, and with Mr. Barker as account executive, you're pretty apt to be dealing with a man that knows your kind of business and talks the same language. Oh, yes—one point I want to be sure that you get. I have been sales manager—and still am. In the advertising business I work as an advisory sales manager principally. The sales point of view is the essential one—advertising is only a modest handmaid of sales. It is of no value unless it makes sales, makes more sales or makes them

more cheaply. All this talk about good-will building friendship means nothing but sales. Therefore, I approach advertising from the sales viewpoint. Of course, I have good writers and artists; I need them for the technical side of advertising, but the thing that interests me is so to plan and so to time the advertising that it fits right into the actual sales work.

*Sharpe*—That's the idea. I didn't know that advertising men were ever concerned with sales and sales work.

*Apperson*—Often they are not, but I am—now and always. I am first, last, and all the time sales conscious. My business training has insured that.

*Sharpe*—There is one thing more, Mr. Apperson. Are you a member of the Association of Agents?

*Apperson*—Yes.

*Sharpe*—Doesn't your association disapprove of presenting plans and copy to a business prospect?

*Apperson*—Within reason, yes, but we are practical people and must use our best judgment—personally I feel that you are within your rights in prescribing your methods of buying service, and if we want your business we must try to get it your way. If my action in this case crucifies me with associated competitors, so be it.

*Sharpe*—You are entirely right in my opinion. Good day—and good luck?

(Exeunt Apperson and Barker.)

\* \* \* \*

The second agent to appear before the meeting is Mr. Cuttle, vice-president of Bracken, Cuttle, Davis Co. The interview starts off in this fashion, after a little by-play:

*Cuttle*—I might say that our firm is quite experienced and very much interested in the advertising of articles sold in the hardware trade; otherwise I don't believe I have anything to add to our presentment and yet I should like to answer any questions you may ask.

*Jones*—I'd like to ask one question. You recommended among other things fifty-two pages in



FLORIDA enters 1927 with poise and prosperity. Calculation has supplanted impulsiveness, confidence has mastered cupidity and the Law of Compensation is still effective.

Florida's "re-discovery" became a priceless advertisement, introducing to new customers her vast stores of climatic and agricultural wealth, acquainting thousands with her substantial foundation, attracting thousands to physical comfort and permanent business opportunity.

Every 1000 visitors yields its quota of permanency; new services must be created, new offices, new stores, to keep pace with the new population.



And "population" means houses, furniture, draperies, electrical equipment, ranges, lawn and garden utilities, automobiles and accessories; men's, women's and children's wearing apparel; food-stuff — unending demand.

**The Florida Times-Union**  
JACKSONVILLE, FLA.

*The Saturday Evening Post*, at a cost each of \$7,000 or \$8,000. Now, I want to ask why fifty-two? Why not forty or thirty or twelve? Why isn't once a month enough? Why fifty-two?

*Cuttle*—We recommend fifty-two because that is all there are. By concentrating—a full page in this medium every week—we get as near the full force of this medium as is possible. Advertising is a great power if we use enough to make it great. Of course, if this is more than your allotment of money will warrant, we can reduce the number of insertions, but we think highly of your possibilities of growth and we want to see you grasp those possibilities in full measure. Taking good copy for granted, for the moment, it is the big buyer of space who is sure to insure his success. Now one thing more, gentlemen. I want to be sure that you are impressed with the size of our organization, the efficiency with which it is departmentalized, and the high caliber of our individual men.

*Smythe*—We believe that you presented these things very ably in your brief, and I may say that we are all very much impressed.

*Cuttle*—Is there any other question I can answer?

*Bright*—Yes, I understand that the Association of your industry rather looks askance at the idea of submitting plans, copy, and art, and yet you have done it.

*Cuttle*—The Association may be right—and yet we may be right. We think we are. We are not members of the Association, and have managed to get along. Our belief is that if a prospective customer of our wares wants a sample of our wares as adapted to him, we have a right to give him that sample.

*Sharpe*—I agree with you, Mr. Cuttle.

*Jones*—So do I.

*Cuttle*—I want to thank you gentlemen for your courtesy. I did try to get you all to come to our office and see how we do it, meet our people, and I hope still to get you to do it. Remember this, gentlemen. Our size, our

background, our resources, our splendid group of men and women, our very wide experience—all these things place us at the forefront of the advertising industry. I might almost say we are the advertising industry. Please don't think I am boastful—I am only speaking of well-known facts.

\* \* \* \*

The president of the Dexter & Smith agency, the third to appear on the scene, quickly lets the meeting know that he has met the president at the Union League Club or perhaps the Bankers' Club to which old man Sharpe replies: "Possibly I have been in both. I have a few prosperous friends, who sometimes take me to lunch." Then comes the Dexter & Smith solicitation:

*Smith*—Well, gentlemen, we have tried to put the matter in brief and concise form in our presentment. Our work speaks for itself. I will just say this, that if economy of time is an object with you, you will find in dealing with us that that is one of our fundamental principles. We keep enough genius on tap so that we can make it work, and work effectively in a few hours. If you order art today, you will have an art suggestion tomorrow. If you want writing, able writing will be submitted to you within twenty-four hours.

Everything about us is geared up to produce the highest grade work at the most efficient speed. You probably know something about agencies, and if you do, you realize that they are great time-wasters; that in many cases one hour is spent in getting a thing that is good and pretty nearly right, and then forty-eight hours are wasted in trying to improve it, often without success.

The object of advertising is advertising. Our theory is "Get It Going." It doesn't take any research to know that an article as good as the Sharpe Pocket Knife is ready to advertise at this minute, and we are prepared to show you your own advertisement brilliantly written and brilliantly illustrated in the first issue of any magazine that you may select,



190,000  
Daily**Los Angeles Examiner**400,000  
Sunday

5c DAILY

DECEMBER 30TH, 1926

10c SUNDAY

## MARGARINE SURVEY SHOWS ADVERTISERS LEAD FIELD

### INFLUENCE OF EXAMINER SHOWN

Forging one more link in the ever-growing chain of sales-results for food advertisers in The Los Angeles Examiner, a survey of the oleomargarine situation in that city has just been completed, giving overwhelming evidence of how Examiner circulation powerfully influences consumer-demand.

Eleven brands of margarine were found in the stocks of grocers visited, the survey covering approximately 20 per cent of the retail food outlets of Los Angeles. Of these 11 brands, only two had better than a 50 per cent distribution, and both of these have been heavy users of Examiner space since their entry into this market; both, in fact, using a considerably larger investment in Examiner space than in the space of any other Los Angeles newspaper. None of the other brands have been consistently advertised in The Examiner.

Not only did Examiner advertisers of margarine show an outstanding leadership in distribution, but also in consumer demand. The leading brand, for instance, was best-seller in 350 out of 389 stores that carried it; the second brand was a best-seller in 39

### 107,671 NEW AUTOS SOLD IN SOUTHLAND

**SOUTHERN CALIFORNIA** last month rounded out one of the biggest sales years in the history of the motor car. With November figures recently completed, it was found that in the first 11 months of 1926 there have been 107,671 new cars placed in service in this section of the state.

This husky total exceeds all other corresponding periods with the one exception of 1923, when Southern California in the twelve months hit the dizzy heights of 134,227 cars. This year has exceeded 1925 for the first eleven months by 3,303, with five of the months going over the 10,000 mark. March of this year touched the peak when 11,023 new cars were registered.

stores of the 226 reporting it in stock, and a second-best in 141.

Of 354 grocers who were able to make the estimate it was found that 48 pounds per week per outlet was the average sales total, with an aggregate of 16,897 pounds weekly sold in 354 stores. There are slightly more than 2,000 such outlets in Los Angeles proper alone, indicating a gross sales total of close to 100,000 pounds a week.

The margarine survey from which these facts are taken is available to interested parties who request it on their letterhead.

*Largest morning and Sunday circulation  
West of the Missouri*



## Are You "Following The Leaders" In Placing Your Boston Advertising?

The key concerns in almost every industry select the Herald-Traveler as Boston's most productive advertising medium, if the total lineage placed by agencies for their clients is any guide. In the advertising of foods, office equipment, of financial and manufacturers' equipment, building materials, magazines, household supplies and furniture, etc., the Herald total outstrips the field.

A newcomer to the advertising ranks is the electrical refrigerator, a product which appeals to the type of householder who appreciates the advantages of modern methods

Advertising Representatives  
George A. McDavitt Co.



914 Peoples Gas Building  
Chicago, Illinois  
250 Park Avenue  
New York, N. Y.

and modern equipment, and who can afford to purchase the appliances that offer the conveniences desired. It is evident that electrical refrigerator advertisers believe that Herald-Traveler circulation gives the most adequate coverage of this group.

Frigidaire, Kelvinator, Rice, Coldak, Absopure, Servel and Copeland are names that stand out as pioneers in this new industry and it is noteworthy that each of these has for the first eleven months of 1926 placed their greatest volume of Boston advertising in the Herald-Traveler. In fact the Herald-Traveler, daily and Sunday, has carried during this period 80,491 lines of such advertising, a greater total than that of all other Boston newspapers combined.



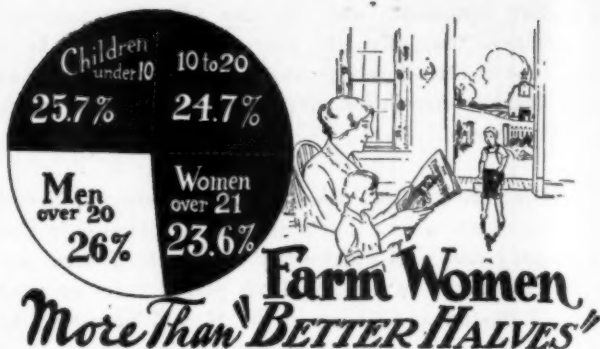
Business Boston is a wheel, not merely a hub.

## BOSTON HERALD-TRAVELER

For five years, the Herald-Traveler has been first among Boston daily newspapers in national advertising, including all financial advertising. For the first eleven



months of 1926, the Herald-Traveler carried 3,655,139 lines of national advertising, including financial, leading the second paper by 772,449.



Women and children are the big end of farm population. A fourth of farm families are under 10 years, another fourth are 10 to 20. Mothers control buying for these groups.

Farm women themselves are another quarter. In the farm market the woman is "the better three quarters". Men are a scant 26 per cent. They're outvoted when the family budget is made up.

Sell the women and you sway the market. Reach them through a publication you **know** they read. The buying decisions in more than 800,000 progressive farm homes are influenced by the only magazine edited exclusively for farm women.

## THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.

Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

whose closing date has not yet arrived, and we can even give you a little leeway on that, for we have considerable influence in extending closing dates in the interest of our clients.

The average advertising agency will not produce advertisements for you to read in actual magazines in short of three or four times the elapsed time which we would require. How can we do this, you may ask. We can do it because our expenditure of money lies in paying salaries to the highest grade writers and mechanical men who can be found.

It might surprise you to know that our copy department head has a personal income of \$45,000 a year from his work with us. It is a tremendous price, you may say, but there is great economy in it because he knows how to work in such a way as to do in one hour as much as the average man in his line does in twenty-four hours.

Gentlemen, I have already made a longer speech than I am accustomed to and my only excuse for it is my very keen desire to secure for Dexter & Smith the privilege of working with such a splendid firm as the Sharpe Pocket Knife Company, which bears the name justly celebrated in business circles for the sincerity, honesty of purpose, brilliancy of promotion, public spirit, and stalwart manhood of Mr. Sharpe, your chief.

*Sharpe*—Have you anything else to say, Mr. Smith? I want to thank you for your splendid oratorical outburst about my humble self.

*Smith*—I have only this to say, Mr. Sharpe, in addition to what we have already presented. I think, and my chief copy writer thinks, that with a firm such as yours headed by a man of your standing, that the advertisements of your firm should have a distinct personal touch and in some way should appear to be actuated by and signed by the head of the firm, Mr. Walter Sharpe.

\* \* \* \*

The great firm of Adamson, Schenck & Bellings is next. "This firm," the advertising manager in-

forms the meeting, "is headed by Adamson, who is quite famous as a writer of plays, also as author of verse and stories of adventure." It is plain that there is a keen desire to hear the great Adamson. He appears with his art director, Mr. Blajoes, whom he endeavors to sell and who is allowed to have small part in the conversation. Even the Great Adamson has run across old man Sharpe at a club. This time the Uptown Club. Sharpe is quick to get information concerning the great writer's working methods and questions him accordingly:

*Sharpe*—Mr. Adamson, I read your last story, "The Saint of the Saw Mill." To my mind it was a successful attempt to show how much idealism could go into a practical business. In front of the title page I read a list of your books. It was a very, very long list, and I believe the bulk of your novels have been published in the last few years. Consequently there is one thing that puzzles me. That is, how you can do all this volume of literary work and at the same time find time for the advertising work. Now, Mr. Adamson, you have given us a very interesting story about Mr. Blajoes, which has made a good impression. Are you willing, figuratively speaking, to set Mr. Blajoes to one side and talk about yourself a little?

*Adamson*—Willingly. (Aside—Bus. Shoves Blajoes into a chair and whispers to him, "Sit down and keep still.")

I am very glad to answer your question, Mr. Sharpe, and I think every successful client we have secured has asked me the same question. All that I can boast personally is a little facility in writing, perhaps an intuitive understanding of human beings, and a passion—I will say a genuine passion—for selling goods. Selling goods is my occupation, my joy and my delight. I have learned that the way I can do the most in selling goods is through the preparation of advertising. There I can present my sales arguments to millions, while if I talked to them, I would have to talk to them one at a time.

You may be a little bit surprised that the so-called literary man admits a passion for selling goods, but I claim this passion is not inconsistent with the philosophy which I profess, because there is nothing in the world, as the world is now constituted, which is more important than the spread of good merchandise. It is not simply the enjoyment which the purchaser gets from that merchandise that I think of. It is also the fact that to make merchandise, we must have mines, flowing fields of grain, transportation systems, great manufacturing establishments, that all these things make a constantly increasing income for millions of people, which enables these millions of people in turn to buy these pleasant and luxurious things which either directly or indirectly they have a hand in making.

That is why commerce appeals to me so strongly. Human beings are linked together by sympathy, by mutual ambitions, by their likes and dislikes. Sometimes they are united in love. Sometimes they are united in hatred. But the one great fluid cement which binds all people together, which is the basis of government, without which religion could not exist, without which marriage would be impossible, is this great self-perpetuating system of commerce.

*Sharpe*—But still, Mr. Adamson, you have not told us how you get time for all these things.

*Adamson*—I realize that I have not answered your direct question, and in answer to that I would say this: that writing plays or novels is my avocation, not my vocation, and that it is my connection with commerce that permits me the great pleasure of doing this other thing because in my study of advertising, in the very necessity of knowing without question what the public wants or what the public will accept, I am inevitably filled with the kind of ideas which go into these stories and plays, and permit me to say this very modestly, but it is true, that I write very fast and make very few corrections, so that a manuscript once dictated by me is practically

ready for the press. This is true not because I think that I write so well, but because I have found by experience that if I prune or change or rewrite I am apt to lose a part of whatever sparkle or zest my writing possesses. All this means that using a comparatively few leisure moments per day I have been able to produce a fairly large volume of non-business writing. I like it. I get a lot of fun out of it. But my heart is in commercial writing, and I think it is more important than the other. If I neglect either, it is the non-commercial writing which I neglect.

*Sharpe*—Thank you, Mr. Adamson, for your very conclusive and eloquent explanation of this point, on which we have been in doubt. I think you have satisfied us on that score, and I will say that you have made a great impression. I have just one more question to ask you. Granted that you give your principal time and thought to the affairs of your advertising agency, how can you give much personal time and thought to our account, if you get it, without neglecting the others which you have on your mind?

*Adamson*—Mr. Sharpe, we give freely of our energy to those things which we like best to do, and while we have very many extremely interesting products to exploit, at the same time there is nothing in our whole list that intrigues me more profoundly than the subject of pocket knives. I am always so much interested in this that I could not neglect it if I would. The pocket knife is carried in the pocket. It is handled in the pocket. It is an intimate companion of man. It has a personality, if that personality could be recognized, as a friend of man. It is something like a favorite walking stick in that there is a big element of companionship in it.

I believe that element of companionship could be brought out and a psychological sense of personality could be attached to a pocket knife. That would mean not necessarily that more people would want pocket knives, but that more people would want better

**T**HE one way to dispense with The New Yorker on a magazine list for the advertising of a quality product is to rest secure in the buying support of those New Yorkers whose favor is the axis on which turns the nation's favor.

But what list of media—without The New Yorker—can give you the necessary sales emphasis in this pivotal market?

*The*  
**NEW YORKER**

25 West 45th Street, New York

pocket knives, and would buy them oftener.

Your product is one of universal use, and a thing of universal use, particularly an article which is carried on the person, to me would be another key to that complete psychological understanding of mankind for which I am searching. I think with these few words you can understand why it would be impossible for me personally to neglect your account, and why I am so keen to serve you, not only for your benefit, but for what I may learn myself.

\* \* \*

The last of the five, Mr. Chatterton, president of Chatterton, Inc., gets his turn.

*Chatterton* — Gentlemen, Mr. Smythe has given me a cue for a few words that I want to utter on that word "wasteful." I hope you will pardon my vigorous language, but if 50 per cent of the bellyaches could be removed from the American public today, there would be a volume of business done and an efficiency of doing it that would pass all precedent by 100 per cent. If every orator who made a speech in the next week thought first of the people whom he was going to address and forget himself, platform eloquence would have a spontaneous boost by the people, and oratory would come into its own as it never has, not even in the days of Demosthenes.

If you, Mr. Sharpe, as head of this firm, should spend two years of your time and energy in finding out just what the public wants in the way of pocket knives and in making that particular thing, and if you instructed Mr. Smythe to follow a parallel line of research and find out just what the public wants in the shape of a message telling facts about your product, your business would grow by leaps and bounds and you as major stockholder, Mr. Sharpe, would receive profits far beyond even your wildest dream.

Gentlemen, don't let this sound visionary to you, because it is nothing but straight common sense. No man has ever treated the public that way consistently over a period of years without

gaining great prestige and great wealth thereby.

A shining example of that is Henry Ford. He found out what the public wanted in the way of an automobile. He learned that it wanted efficient transportation at as low a price as it was possible to produce it. He produced that. Consequently, he is about the most famous man in the world, and estimated, by long odds, as the wealthiest one.

William Wrigley did not try to elevate the public, to cultivate their taste. If he had, he would have given them caviar and pate de foie gras. You can't elevate the taste of the public through chewing gum, so Mr. Wrigley didn't try to give the public what the public would not take, and Mr. Wrigley is in the position today, if he wants to, to endow hospitals, to found universities or to do most anything that money can do.

There is where the common sense of this principle of ours lies, and that is why we are so successful. Facts—cold, hard facts about the tastes of people and the wishes of people. Find out just what people want and how they want it, and that will open up their pocketbooks.

Why, isn't this the simplest kind of common sense? It is so simple, so true that we go looking for some complicated psychological statement and dribble along at a slow pace, when if we only look the public in the eye, get their confidence through giving them what they want, we can be absolutely sure that their pocketbooks will open for us.

\* \* \*

After all, five agents have been heard, an endeavor is made to select one of their number. First a vote on the five is taken, but the vote fails to bring any clear choice. Then comes the chance of Smythe, the advertising manager. His arguments are quick and decisive. The matter of selection is left to him with every indication that there will be complete approval if he picks the agency that refused to submit plans in advance, which, as the author of the play indicates, is "As It Should Be."



# Oklahoma City building Triples any previous year !



While building in many sections of the U. S. is pronounced slow by authorities, the valuation of Oklahoma City's building permits issued from January 1 to December 11, 1926, was nearly triple any former year, according to the calculation of the Chief of the City Building Department.

Additions to many city buildings, plans for numerous new large business structures, extensive building of new residences is definitely assured for the Spring months of 1927.

Building is only one indication of the exceptional activity prevailing throughout Oklahoma City and its market. It is but one of the reasons why your winter schedules should include the Oklahoma City market, that rich central area of Oklahoma covered thoroughly and alone by the Daily Oklahoman and Oklahoma City Times.

*Circulation Daily 144,000 — Sunday 88,000*

## The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*thoroughly and alone cover the Oklahoma City Market*

Represented by E.KATZ SPECIAL

ADVERTISING AGENCY

New York Chicago Kansas City Detroit Atlanta San Francisco

# Towering Domination of the



**E**IGHTY-ONE per cent of all the people who have their place of business or employment in the buildings pictured here read the Cincinnati Times-Star regularly. This statement is based upon a newspaper circulation census recently completed. The original inquiry cards, individually signed, are available for inspection.

*It is more than coincidence that eighty per cent of all the families living within the city and suburban circulation area of the Cincinnati newspapers read the Times-Star regularly. Every family that has the education to read advertisements and the buying power to respond to their selling suggestion!*

# CINCINNATI

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

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# of the Cincinnati Market

The Cincinnati market is a mighty market, rich, populous, with a high standard of living and an unqualified preference for nationally advertised merchandise. It is a market almost impossible of conquest without the aid of local newspaper influence, but stable and profitable when once secured.

The daily Times-Star dominates this market. Building by building, neighborhood by neighborhood, family by family, Times-Star advertisers, local and national, cash in on its towering domination.

For nineteen consecutive years this newspaper, published six days in the week, has held leadership in display advertising, both local and national. This leadership has never been challenged either by its afternoon contemporary or by the two local seven-day papers.

Analyze the lineage according to trade classifications. Times-Star domination still towers. Groceries, beverages and confections; clothing, boots and shoes; dry goods, department stores and specialty shops; drug stores, toilet goods and proprietaries; cigars and cigarettes; radio and electrical goods; automobile accessories and tires; office appliances and stationery; hardware, building materials and real estate — the leadership of the Times-Star in every one of them is decisive, towering, dominant.

# TIMES-STAR

Marin L. Marsh, *Eastern Rep.*  
7 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago

## Putting Teeth in the Guarantee

THE LEE E. DONNELLEY CO.  
ADVERTISING  
CLEVELAND, OHIO

Editor of PRINTERS' INK:

Recently you published an article along the lines of going the whole way in guaranteeing the product.

We have a client who wants to put teeth into his guarantee of service—to emphasize the fact that the service that goes with his product is a part of the value inherent in the product—a tangible factor that helps to insure the continuous functioning of the product.

The article to which we refer above flagged our attention at the time of reading and if the vague outline of our thought suggests the title of the article, we should appreciate your sending us the reference number.

THE LEE E. DONNELLEY COMPANY.

IT's a fair question to ask the maker of any article of merchandise—how much service goes with this product? And another fair question is—how much is a guarantee worth?

Take the question of service first. There are two kinds of service; the service a product gives the user and the service which the product will require from the dealer or manufacturer after the sale.

If the merchandise is of the sort that requires service to make it function—automobiles, sewing machines, electrical household appliances—the customer wants to know before he buys where and how the service is going to be available. He must take somebody's word that it will be available and, usually, it is the retailer's word. If, after the purchase has been made, the consumer discovers that the service is not available, that retailer is all through so far as that customer is concerned.

There is the whole proposition of service and guarantee in a neat nutshell. Anybody so minded may argue the question from every moral and legal aspect till he gets sick and tired. A manufacturer makes something. He says it is worth the price. He sells it to a dealer on that argument and the dealer resells it to his customer. Advertising may be used—manufacturer's advertising to the con-

sumer and the dealer, or dealer advertising to the consumer. In the end, a sale has been made. The customer has a product and somebody else has his money. A written guarantee may have helped to separate the customer from his money in the first place, but after that, there is only one thing that will keep him satisfied. No, it isn't the guarantee. It is the service he was led to expect he would receive.

Many articles have appeared in PRINTERS' INK at different times on the subject of the guarantee, and a list of these has been forwarded to our correspondent.—  
[Ed. PRINTERS' INK.]

## Window Display Association Appoints Managing Director

The Window Display Advertising Association has appointed C. C. Agate as its first managing director, with headquarters at New York. For five years he was advertising manager of the Manhattan Electrical Supply Company, New York. Prior to that time he had been with the McGraw-Hill Publishing Company. More recently he has been with Frederick L. Wertz.

The appointment of Mr. Agate is in keeping with the decision of the association at its recent convention to expand its activities. Service to members will be increased through the use of bulletins and surveys. A program will be prepared for advertising clubs and other organizations desirous of studying window display.

## H. W. Miller Joins Merrill, Price & Taylor

Homer W. Miller, formerly advertising manager of Hunt, Helm, Ferris & Company, manufacturer of barn equipment, Harvard, Ill., has joined Merrill, Price & Taylor, Inc., Chicago advertising agency, as an account executive. For five years Mr. Miller was with the advertising department of the International Harvester Company, Chicago.

## J. D. Mugford Joins Corman Agency

J. Douglas Mugford, who headed his own advertising agency in England for some years, has joined the copy department of The Corman Company, New York advertising agency.

## W. J. Colby, Advertising Manager, "The Christian Century"

William J. Colby, recently with the Association Press, New York, has been made advertising manager of *The Christian Century*, Chicago.

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**\$7,000,000.**  
**for SHOES**  
*annually expended*  
*by*  
**The Sunday Sentinel**  
**Family**  
*—by far—the largest Newspaper*  
*family in Wisconsin*

Here are more than 900,000 people, by far the greatest number of readers reached by any Wisconsin newspaper. The advertiser who directs his sales message to this vast, receptive family opens for himself a market of gigantic sales possibilities. This is true whether he sells shoes, hosiery, clothing, foodstuff or any other commodity.

**THE SUNDAY SENTINEL**

*Milwaukee AND Telegram*

**National Advertising Department**

**W. W. CHEW**  
 285 Madison Ave.  
 NEW YORK

**W. H. WILSON**  
 Hearst Building  
 CHICAGO

**T. C. HOFFMEYER**  
 Monadnock Building  
 SAN FRANCISCO

“... SELL IT IN THE A WAY

A National Advertiser asked,  
..“How can I make my Greater  
New York advertising pull  
longer?”



“There’s one way,” replied the Department Store Owner. “Make the Sunday New York American the backbone of your advertising. It’s the All-Day Home Newspaper and it sells goods all through the week.”

\*In Westchester, Nassau and Suffolk Counties, the richest suburban counties in America, the Sunday New York American reaches more than 50 percent of the native white families.

In these three counties there are 65,190 income tax payers, 115 golf courses and 133,019 owners of passenger cars.

With the Sunday New York American you reach *actually* many more of these people than with any other New York newspaper—morning, evening, or Sunday.

NATIONAL

NEW YORK  
1834 Broadway

ADVE

CHICAGO  
326 W. Madison St.

SIN

BO  
No 5



# ALL DAY HOME NEWSPAPER"

**T**HERE'S no newspaper like a Sunday newspaper for keeping at creating business. Monday, Tuesday, Wednesday, Thursday—even later every week—scientific evidence proves that the Sunday New York American keeps producing sales. It's the All-Day Home Newspaper—the newspaper with the longer reading life; hence it exerts a longer-lasting sales influence.

Where? In the suburbs and in the city. In suburban Long Island and Westchester, in the three wealthiest buying counties in America, the Sunday New York American\* makes as many people familiar with your product as the next two standard newspapers added together.

In Metropolitan New York where it reaches 40 per cent of all readers of standard Sunday newspapers, in these suburban counties, the Sunday New York American

influences as many people in all income groups as any million circulation—and more, proportionately, in the higher income groups than smaller circulations.

—and it bears your advertising into their homes on the day of leisure. It's there when the family's there. It's there when the family has time to read. It's there when your advertising has the best chance to make a lasting impression. And it's there when all members of the family are deciding next week's New York purchases.

Whether your product is a necessity or a luxury, the newspaper with the greatest buying circulation—"The Backbone of New York Advertising"—will direct business to you constantly, day after day.

To reach your market—to sell your product—Sunday is the day, the home is the place, and the Sunday New York American is the paper.

## Sunday New York American

*"The Backbone of New York Advertising"*

Sunday A. B. C. 1,083,805

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### READING DEPARTMENT

BOSTON  
No. 5 Winthrop Sq.

SAN FRANCISCO  
Monadnock Building

---

# \$90,000,000



## One Family's Annual Furniture Bill...

**T**HERE is a constant need in this Family for new rugs, new lamps, new furniture. That's perfectly natural in a Family so large and prosperous. And when this Family's furniture and house furnishings bill is totalled at the end of the year it amounts to more than ninety million dollars!

This Great Family represents a city within a city... five million people every Sunday, and a million and a half daily.

They are a desirable Family of open-pursed, free-think-

ing folk... youthful, virile people whose interests and buying instincts are modern.

Every year they spend \$1,500,000 more to read your message in the columns of the Herald and Examiner than they would have to spend to read it in the other morning and Sunday newspaper. That is true acceptance spelled in dollars!

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will arrange an introduction at your request.

## CHICAGO HERALD and EXAMINER

America's Largest 3c. Morning Newspaper Circulation  
Daily, 371,000

The Largest Sunday Newspaper Circulation in America  
Sunday, 1,082,000

### National Advertising Department

W. W. CHEW  
285 Madison Ave.  
NEW YORK

W. H. WILSON  
Hearst Building  
CHICAGO

T. C. HOFFMEYER  
Monadnock Building  
SAN FRANCISCO



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# Another Old Textile Company Starts Advertising

The Dwight Manufacturing Company Uses Eighty-Six Years of Experience and Careful Research to Dig Out Its Selling Points

By Roy Dickinson

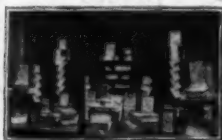
THE unprecedented size of this year's cotton crop has caused hardship and worry among the growers. The textile industry as a whole is discussing ways and means for better marketing. But an ever-increasing number of manufacturing companies turning out cotton goods products are doing a real merchandising job in distributing what they make.

The most recent convert to the

bleached and made their own.

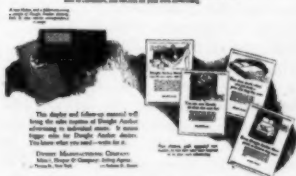
In the natural evolution of the company when home bleaching went out of fashion, it began to make sheets and pillow cases. This first step was made some twenty-five years ago, although at that time the company itself did not make the actual finished product. This was done by converters. The selling agents then, as was the fashion in the cotton business,

For your White Sale  
material designed



**Dwight & Anchor**

smart, colorful display  
in the latest mode~



**SHEETS AND PILLOW CASES**

Manufactured Since 1840

WINDOW DISPLAYS, BLOWERS AND LOCAL ADVERTISING MATS ARE FEATURED IN BUSINESS PAPER ADVERTISING

use of advertising and better selling methods is the Dwight Manufacturing Company, founded in 1840 at Chicopee, Mass. For eighty-six years this company has been making sheets and sheeting material. In the old days, our grandmothers bought from the Dwight Manufacturing Company what was then called Anchor muslin. It was bought in the unbleached state and the housewives of a former generation

would go out and get orders for pillow cases, sheetings and other products, come back to the mill and tell the production department what to make. The factory then worked on an order until it was completed, whether it was sheets, pillow cases or any one of a number of other products. These, in the Dwight mills, eventually ran up to the number of fifty to sixty different products. The company never advertised, but turned over

its goods to the devious channels of distribution in the textile field.

It found that its effort in manufacturing was scattered over too wide a field. Some four years ago, the company was reorganized and at that time, because of the prestige of the old Anchor muslin, which had received a great deal of word-of-mouth advertising in the old days, it was decided to cut out the large variety of articles and to concentrate upon the products for which the mill had always been known—sheets and pillow cases.

A sheet and pillow case plant was established at Somersworth, New Hampshire. The gray goods from Chippewa were sent to this plant, The Great Falls Bleachery & Dye Works, for bleaching and finishing.

During all the years the Dwight Manufacturing Company had been established, the firm of Minot, Hooper & Company, its selling agents, had disposed of the output. George R. Minot and Nathaniel Hooper formed the firm of Minot, Hooper & Company in Boston the same year the Dwight Manufacturing Company was established. At first the firm of selling agents was engaged in shipping and carrying on a general trading business with the Far East. More than fifty years ago the firm gave up the general shipping business and devoted itself exclusively to the sale of cotton cloth. During the reorganization mentioned above, Minot, Hooper & Co., became financially interested in the Dwight mills so that when it was decided that the firm's product was to be concentrated entirely upon the sort of goods it had originally made, a sales investigation was carried on by the selling agents in connection with

its advertising agency to discover the chief talking points upon which the proposed advertising campaign could be based.

The firm's eighty-six years of manufacture gave it a good start,



## The 4 places where sheets wear out made practically wear-proof!

THE FOUR PLACES WHERE SHEETS WEAR OUT FORM THE THEME OF THE CONSUMER ADVERTISING. THIS IS THE UPPER HALF OF AN ADVERTISEMENT

and the investigation among wholesalers, retailers and consumers in various sections of the country fitted in nicely with what the firm itself had discovered about the product. In view of the progress made by three or four companies in similar fields, which had advertised before, it became the firm's problem to take its sheets and pillow cases out of the ordinary class by emphasizing some definite talking points about them. It was up to this advertising newcomer to register at once a series of exact impressions about its product.

Investigation brought to light the fact that in addition to the advertised brands, there were so many mill brands and private brands that the consumer in many cases scarcely knew what she was getting. Further investigation made evident the facts which the firm knew as a producing unit,

that there were four known weaknesses in the average sheet.

A large percentage of women interviewed told the company that they bought sheets for wear and durability. That was what the firm had always believed, in its study from a manufacturing standpoint. The weak spots in most sheetings were the hems where they wear out from being ironed constantly, the inner edge of the selvage, the center fold of the sheet which gets the greatest strain of any part and is weakened from being ironed on the same crease continually, and the outer edge of the selvage which wears out in the laundry.

It was, therefore, apparent from the consumer investigation that with a sheet which stood known tests for long wear and was made with a toughened selvage, with the center unusually strong and double strength thread hem, the company would have a sheet which had talking points best designed to overcome sales resistance against competing sheets. If durability worked out as the most desirable quality sheets and pillow cases could have, the consumer investigation made it obvious that some dramatic method of making durability evident to the consumer would be the company's most effective selling argument.

#### RECORDING THE DATE OF PURCHASE

To aid this conclusion, another fact was discovered, the joint result of the company's long experience in making and its later investigation. That was a habit among certain careful housekeepers of writing the date of the purchase of each sheet on the hem. So the company adopted what looked like an ordinary label, woven with the trade-mark of the anchor and sewn on the selvage. But the advertising of the label made it, in addition, a guarantee and an opportunity to test the quality which was emphasized. For a space was left for the laundry mark and date of purchase. Then, in the advertising which followed, every woman was urged to do what a few careful housekeepers had always done—write the date of her purchase on the

sheet and watch it outwear others.

Investigation among special fields, as well as among careful housekeepers, indicated that the label idea would be welcomed. In the hotel and hospital fields, for example, where the buyers said that they had been getting good wear, very few of them had definite proof of the actual length of wear. Consumers in various fields who said they would welcome the label, indicated that it was a real advertising idea as well as a mark of identification. After a careful investigation the company decided to sell through the wholesaler, on the assumption that he is the proper means of distribution so long as he recognizes and is able to perform the functions which come under the wholesaler's definition.

"We realized," says W. F. Lent, manager of the sales service department of Minot, Hooper & Co., the selling agents, "the value of the wholesaler and also the difficulties he is up against. While wholesalers and retailers have often complained that there are too many people trying to sell them more merchandise, we believe that no wholesaler or retailer will ever contend that there are too many salesmen trying to help him sell what he already has. Thus, although distributing through the wholesalers, we also are maintaining a direct promotional department with the retail stores, both department stores and dry goods stores. We also carry this special promotion work to the consumer for department and dry goods stores upon their request, through direct-mail to their list of customers.

"In order to help the wholesalers and retailers sell our branded sheets and pillow cases, we are carrying on a carefully co-ordinated advertising campaign in several fields. We are advertising to the trade in a list of publications as well as by direct mail, both to wholesalers and retailers. As the background for this, we are advertising direct to the consumer in a list of women's publications. Our campaign has just started but we are sure that

our plan is working out to the satisfaction of all of the channels of distribution."

In the advertising in publications going to the wholesalers and retailers in the line, the company is featuring colored cards for window displays, blotters, electros and mats for local advertising, swatches of cloth for the consumer to examine, and the test-label goes on everything.

The entrance of the Dwight Manufacturing Company into the field of nationally advertised textile products is but one of the many interesting developments which are now going on or are due to break in this field in the near future. There are a score of mills in the South which are considering a similar plan of procedure. There are others in New England. Cotton mills are breaking away from the old custom of having their products lose all identity at the factory door. Many of them are working out plans for identifying and labeling products made of cotton which have never before been advertised.

Companies like the Dwight Manufacturing Company are doing a service to the growers in the South and all connected with cotton goods by joining in the forward movement toward better merchandising.

### Primrose House Appoints G. H. Voelker Sales Manager

George H. Voelker has been appointed sales manager of Primrose House, New York, toilet preparations. He had been with The Celluloid Company, New York, for ten years, three years of which he was manager of the fancy goods department.

### Will Represent "Christian Science Monitor" at Paris

The *Christian Science Monitor*, Boston, will be represented in its Paris office, effective January 1, 1927, by Albert Gleiser and Lehmann Hisey. Mr. Gleiser will be manager.

### Scranton "Sun" Appoints Benjamin & Kentnor

The Scranton, Pa., *Sun* has appointed the Benjamin & Kentnor Company, publishers' representative, as its national advertising representative.

## Found Valuable Suggestion for Getting Foreign Representation

STERLING PRODUCTS COMPANY  
EASTON, PA., DEC. 16, 1926.

Editor of PRINTERS' INK:

The registration of the stain remover trade-mark referred to in your letter of December 1 is incidental to registration of this trade-mark in a number of foreign countries in connection with a campaign we are now carrying on for the introduction of Erusticator and related products for removing various kinds of stains.

We are advertising in one of the export journals. However, what we consider our best tip on the way to make satisfactory foreign connections was secured through an article in *PRINTERS' INK MONTHLY* (July, 1926, page 31). This article was written by a sewing machine manufacturer, who had found the American Commercial Attaches and Trade Commissioners of great service to him in securing information about his various markets.

Following this suggestion we wrote letters direct to the principal American Commercial Attaches and Trade Commissioners in different parts of the world, and replies in nearly every case have been very enlightening and helpful, and give promise of resulting in just the kind of connections we need wherever the market is sufficiently promising to justify making an effort to secure business. We consider that this suggestion has been of great value to us and it illustrates one of the valuable features of *PRINTERS' INK MONTHLY*.

STERLING PRODUCTS COMPANY,  
H. M. ELLSWORTH,  
Advertising Manager.

## "Building Material Merchant" Adds to Staff

R. G. Carson, formerly with the sales department of the Marquette Cement Manufacturing Company, Chicago, and J. L. Free, formerly with Aubrey & Moore, Inc., advertising agency, have been appointed sales representatives of *Building Material Merchant*, Chicago. Roger A. Johnstone has been appointed Pacific Coast representative.

## New Advertising Business at Worcester, Mass.

An advertising business, which will be conducted under the name of Haptograph, Inc., has been incorporated at Worcester, Mass. The directors of the new company are: Linwood M. Erskine, H. E. Silver and Ora W. Newell, all of Worcester.

## James M. Segl Incorporates

James M. Segl, advertising counsellor of Philadelphia, has incorporated his business and changed the name to Advertising Counsellors, Incorporated. Associated with him are Walter S. Wilcox and Ralph D. Miller.



At the turning of the last page of the calendar the year 1926 leaves this agency enriched not only by much new business but also by addition to a highly valued record for average length of service to its entire list of accounts.

McJUNKIN ADVERTISING COMPANY

DOMINANT IDEA ADVERTISING  
5 SOUTH WABASH AVENUE, CHICAGO

# A Thought for 1927

that relates not to advertising  
alone



THE following article is reprinted from Arthur Brisbane's "TODAY" of August 30, 1923.

It speaks for itself—of many things in life.

Mr. Brisbane wrote:

\* \* \*

**A**LBERT D. LASKER, just out of the shipping board, is back trying to earn a few pennies for his family.

"Addressing the staff of his advertising agency in New York, he gives his young men four words to 'chew on.'

INTEGRITY  
INTELLIGENCE  
INDUSTRY  
INTENSITY

"Which is the important word there, leaving aside 'integrity,'

which, like the Bible among books, has a place of its own among words?

"*Intelligence* means most in the enjoyment of life. *Industry* means most in the building of character. *Intensity* means most in achieving success.

"Dante, six hundred years ago, said:

"'Work as Nature works, in fire.' You must burn as you work, and that means INTENSITY."

\* \* \*

Put the four qualities, *Integrity*, *Intelligence*, *Industry* and *Intensity*, in an advertisement and you have a successful advertisement.

Put them in a man and you have a successful man.

Put them behind a business—any business—and you will have applied fundamental principles which will insure permanency, stability and profit.

All of which—in view of the New Year—is offered in a purely suggestive way, of course; a thought for 1927.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
400 North Michigan Avenue

LOS ANGELES  
1151 South Broadway

NEW YORK  
247 Park Avenue

WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

# Proven by Profits

Mail-order publications have time and again proven the responsiveness of their readers by profitable returns from keyed copy.

There are mighty few forms of advertising now-a-days that can stand or fall on direct return advertising.

Where, then, can publicity advertisers be more sure of getting proper attention for their advertising?

There is ten million circulation in the mail order field. The Household Journal has 700,000 paid in advance subscribers, the very cream of the field, concentrated in the middle-western towns and villages. A try-out campaign in the Household Journal will give you a good indication of the available business in this field.

700,000 circulation at \$2.75 per line—

## *The* HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.* • Batavia, Illinois

*Chicago Office*

**Rhodes & Leisenring, Managers**  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

**A. H. Greener, Manager**  
116 West 39th St.  
Room 825

Charter Member of Mail Order Publishers Assn.

# The Public's Interest in Simplification Is Growing

As a Result, the Practice Is Becoming Increasingly Susceptible to Advertising Development

*Washington Bureau  
of PRINTERS' INK*

INDICATIONS that the public interest in simplification is growing are reported by the Division of Simplified Practice of the Department of Commerce. This means that the practice should open up opportunities for new advertising appeals, according to Ray M. Hudson, chief of the division, who recently said that few advertising agents or national advertisers had any comprehension of the developing public interest in the subject.

"While the division's co-operation with retailers is nominal," he continued, "and while our contact with them is infrequent, we hear continually of conspicuous successes in the simplification of retail stocks. There is no doubt that manufacturers, in their business-paper advertising, have done a great deal to educate the dealer to the advantages of simplification. Many retailers have experimented with simplification, have found that it works, and have actually increased their business by explaining the advantages to their customers.

"A study of the subject will, I am sure, repay the executives of any advertising agency. Manufacturers recognize their advertising agencies as authorities on all subjects of the kind, and it is obvious that the agencies can find many attractive and profitable ways to apply the phases and benefits of simplification to the advertising of their clients. Furthermore, I am convinced that agencies can use a great deal of the information we have on file in developing and securing new business."

As an example of this information, Mr. Hudson referred to the fifty-nine reports on as many industries, which have been published

by his division. These reports deal with the conferences which have resulted in simplification recommendations in many of the most important industries in the country. They refer to many products now being advertised nationally, and it is evident that a complete file would be valuable for reference in any agency library. When this was suggested to Mr. Hudson, he replied that he would be glad to send a complete file to any agency that expressed an interest in simplification and its relation to advertising, so long as a limited number of sets lasts.

Another publication, even more valuable for reference purposes, is "A Primer of Simplified Practice" by Ernest L. Priest, not yet announced by the division. Mr. Hudson had just received a few copies from the printer, and a glance through the pamphlet indicated that it is a very much needed and adequately prepared piece of educational material. The treatise submits fifty questions on simplification that have been frequently asked by business men and then proceeds to answer them in detail. It reproduces several advertisements which have been used by American manufacturers in announcing their simplified lines to the trade and, whenever possible, it discusses the development of simplification in foreign countries as well as in the United States. In gathering material for the primer, the entire staff of the division has co-operated, and further contributions were made by a number of trade association executives.

Another indication of a growing public interest is the high rate of adherence to the simplified practice recommendations by the industries which have accepted programs. In nineteen different

lines, a recent investigation shows, the average adherence is 79 per cent. This means that an average of practically four-fifths of last year's output in these nineteen lines conformed to the sizes, dimensions and other requirements called for by the programs adopted through joint conferences of representative manufacturers, wholesalers, retailers and consumers.

A list of the products involved in the inquiry and the rates of adherence are particularly interesting. Beds, mattresses and springs stand at the bottom of the list, with an adherence rate of only 51 per cent. Sand, lime and brick are rated at 62 per cent, with hospital beds at 69 per cent, asphalt grades at 74 per cent and milk bottles and caps at 75 per cent. The manufacturers of shot-gun shells adhered to their program to the extent of 81 per cent, manufacturers of hollow building tile did a little better with 84 per cent, while sheet steel jobbers fell down to a rate of adherence of only 53 per cent. Hot water storage tanks are rated at 82 per cent, while woven wire fence, and eaves troughs and conductor pipe attained a rating of 97 per cent. Metal lath and range boilers stand at the top of the list, both being rated at 99 per cent.

In commenting on this list, Mr. Hudson was not at all discouraged because two of the industries, among the group of nineteen, showed a record of adherence that was only slightly better than fifty-fifty. He explained that the low records were generally made by industries which had recently adopted programs, and that it took time to get a program properly under way in any industry, and continued:

"In practically every case, the resurvey of the nineteen industries covered 80 per cent or more of the output of the entire industry, and if it had been possible to obtain statistics from all of the plants producing the commodities listed, I believe that the percentage of adherence would have run slightly higher.

"When you consider the tremendous diversity of the lumber

industry, it is rather remarkable that a program of simplification can be adhered to to the extent of 80 per cent, which is what the survey shows. It requires time for industries to educate themselves as to necessary methods in any new general movement, and next year will show a decidedly improved percentage of adherence in all of the industries which are now rated rather low. This statement accords with our experience."

### Globe-Wernicke and Rand Kardex Bureau Separated

In accordance with a decree of the United States District Court of the Southern District of New York, the management of The Globe-Wernicke Company, Cincinnati, manufacturer of filing cabinets, office furniture, etc., has been entirely separated from the Rand Kardex Bureau, Inc., Cambridge, Mass., index devices, etc. Court action was brought by the Government, under the Clayton Anti-Trust Act, against the recent acquisition of Globe-Wernicke by Rand Kardex. The former company will now be operated under practically the same management that existed before the Rand Kardex Company acquired control.

### Western Clock Is Satisfied with "House Organ"

WESTERN CLOCK COMPANY  
LA SALLE, ILL., DEC. 24, 1926.

Editor of PRINTERS' INK:

Here are our views of the term "house organ" or "house magazine."

To us a magazine means something that is sold. Our mind also runs to a publication with more volume to it.

We rather like the house organ way of putting it, and so far as we are concerned, we are perfectly satisfied to use that term.

WESTERN CLOCK COMPANY  
L. B. RICHARDS,  
Advertising Manager.

### New Accounts for Evander Agency

The Kyograph Photo System, manufacturer of Kyograph photo paper, and J. G. Woods, Inc., distributor of automotive tools, both of New York, have appointed The Evander Company, New York advertising agency, to direct their advertising accounts.

### J. W. Hays to Leave Memphis "Commercial Appeal"

J. W. Hays, business manager of the Memphis, Tenn., *Commercial Appeal*, has resigned, effective January 1, 1927.

over  
1470  
dai

Dec. 31, 1926

PRINTERS' INK

79

1826



1927

*The 100th Year was the Greatest*



**During 1926**

*The Courier-Journal and Times*  
**Gained over**

**2,500,000**

*agate lines of Advertising*

IT is most fitting that The Courier-Journal and The Louisville Times, in their one-hundredth year, should enjoy their greatest Circulation and Advertising volume and their greatest margin of leadership in this territory. Today, they offer a Complete Coverage of this prosperous market, both daily and Sunday, and lend to each advertiser a Prestige and Reader Confidence that no amount of money can buy elsewhere.

over  
**147,000**  
daily

**The Courier-Journal**  
**THE LOUISVILLE TIMES**

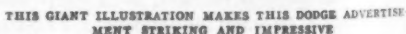
over  
**120,000**  
Sunday

Represented Nationally by the S. C. Beckwith Special Agency

By W. Livingston Larned

The D. O. James Manufacturing Company, maker of gears, secures that first necessary attention by a large illustration of a tempting slice of cake on a plate; numerous other pages in the industrial group resort to a wide variety of pictorial effects for a like reason.

It might startle some persons, on turning the pages of an industrial publication, suddenly to come



upon one of those anatomic charts of the human body seen, as a rule, only in the offices of physicians or in medical colleges. "Do you listen to the doctor?" is a headline for a Niles Tool Works Company advertisement. The chart is run well to the top, in a conspicuous position. Below, shrewdly designed, is an "anatomical ghost"



# Can you READ IT *Yourself?*

*We know a man who quit eating meat and went vegetarian with almost fanatic fervor.*

*He was so sure of improved health that it seemed to him only a question of time until all thinking people would follow his example.*

*He was a kind-hearted man, and he never passed a meat store without a sympathetic wonder as to what other work the butcher would have to turn to and what type of business would take over his lease.*



**A**BOUT once a year, or such a matter, we find ourselves strongly confronted by the man who is sure that nobody reads advertisements—or the chap who is positive that advertising in magazines and newspapers has swollen to such a volume that only scant attention can be paid any advertisement.

Weirdly enough, this person is sometimes an advertiser, frequently a

salesman, always an individual of active business life.

Such doubts are never expressed by the cloistered scholar, the secluded philosopher, the educator, or the reformer. These classes are only too sure that advertisements are read.

No; it is the busy man of affairs who says, "Why, this is not a reading age. People are too hurried, too restless—they haven't time

to wade through a lot of reading matter. What is the use of writing and printing all this copy? It won't be read."

It is a little hard to realize that the radio, the telephone, the automobile, the movie, and hundreds of electrical appliances have not given people *less* time, but actually given them *more* time for reading.

But ask the book publishers. Look at the news-stands. Consider the gains in magazine and newspaper circulation. Or—most conclusive of all—look at the advertisements.

One does not pass enormous stockyards and say, "But people do not eat meat." One does not see miles of steel mills and remark, "Do you seriously believe all that steel will ever be used?"

When we see a battery of machines making cigarettes by the million we may not be able to visual-

ize their smoking, but we do not question that they will all be smoked.

Yet there are folks a-plenty who will look at a group of advertisements and solemnly assure you they will never be read.

There is only one sure rule for preventing copy from being read, and that is—"Don't print it." If it's not there, they won't read it; that is certain.

It is possible to cut down the number of readers considerably by being dull. Ten words of dull copy will gain fewer readers than a thousand words of copy that is meant to be read, that is expected to be read, and that deserves to be read.

Advertising of any length is unread only when it is unreadable. But for some strange reason there is plenty of that to be seen. One good test of your copy is, "Can you read it yourself?"

GEORGE BATTEN COMPANY, INC.

*Advertising*



GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

picture of some of the company's machinery.

In explanation of this remarkable headline and picture the advertisement says:

"Do you listen to the doctor? Certainly you would if he said: 'Your blood is in very bad condition.' You would diet and do everything he advised to regain your normal good health again. Lubrication, in machine tools, is as important to proper operation and long life as the blood that flows in your body. Lack of lubrication is sure to cause ruined bearings, inaccuracy and costly repairs that not only interrupt production but also waste costly time."

Can it be said that the picture, however startling and unconventional, is not a sane and consistent one for the purpose?

In a page for the products of The Niles-Bement-Pond Company the eye meets a cartoon illustration of an excited and amazed hen, as she looks down upon an egg in a nest. The caption reads: "Anger won't hatch a bad egg."

How can an illustration and headline of this type be reconciled to a message going to machine tool experts? The advertiser, perfectly familiar with his specific type of reader, approaches his subject in this mood:

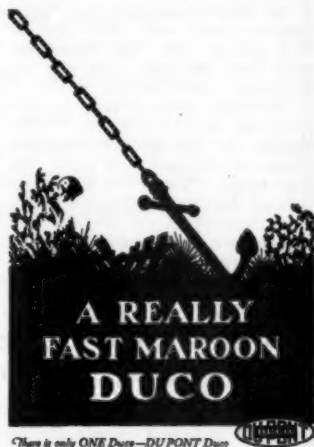
"The best hen-mother in the world can't hatch a bad egg even if she sits on it forever. Neither can the finest incubator—not though it be regulated to a fraction of a degree. The bad egg fools the hen. It looks and feels like a chicken-producer. It calls forth the best efforts of the hen and takes as much time *not* to hatch as a good egg to un-shell a chicken.

"If you put a good mechanic on a poor tool, he cannot produce. The difference between him and the hen is that he knows badness. Consequently, he doesn't waste his best efforts on a machine that cannot give him good results. It is no use to look at red figures on your balance sheet and grow angry with the men in the shop if you have not given them good tools and equipment. Anger directed

against the poor tools—a smashing anger that drives them to the scrap heap—may be just what you need."

Undignified? From one viewpoint, perhaps yes, but these advertisers will tell you that it is becoming more and more important to get ideas over by means of just such picture and copy devices as this occasionally. Few advertisers do it all the while.

Here, in another industrial magazine, we come upon the spirit of modern youth, as visualized by a characteristic "party." Boys and



A CLEVER AND ATTRACTIVE SYMBOLICAL ADVERTISEMENT FOR DUCO

girls are doing the Charleston in the most approved style, to phonograph music, while an irate father glowers through a doorway from his seat in the next room. Surely, an unconventional illustration theme for die-castings!

This is one of a series in which The National Lead Company explains unusual uses for die-castings. "When you dance to a phonograph," the copy relates, "die-castings help to bring out the tone." The die-casting illustrated in a separate mortise is part of the tone-arm of a phonograph. It is one of several different die-

castings used in the modern phonograph.

"Rugs rolled up and pushed out of the way . . . the rhythmic moan of a popular dance record . . . the neighborhood Charleston Club holding its regular meeting . . . an extremely disgusted father vainly seeking a quiet place to read." In this manner the manufacturer spreads the news of die-castings.

An electrical trade paper carries a picture of a volcano in eruption. Hot lava runs down the rocky sides and there is a gush of flame and smoke in the air. It is an illustration used for Super Service Cords and Cables and, at first glance, the relation is not quite clear, perhaps. But you are interested, nevertheless.

"Pressure and Heat" is the story the advertiser wishes to emphasize in the present instance. "Tons of pressure and heat," the copy reads. "These are the essentials of the process through which every foot of Super Service must pass before it is ready for use."

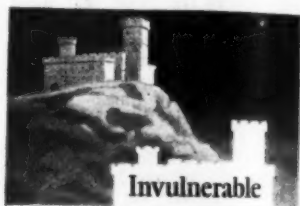
"And just as the pressure and heat of the earth hardens the diamond, so this process toughens these cords." The description of the process is continued, in detail.

Sometimes a manufacturer's processes are not easy to describe in words, and almost impossible of illustration. It is then that this form of approach, pictorially in the description, is helpful.

The Foote-Burt Company manufactures the Aerobell washing machine. Its many patented special devices give rise to complex copy for the dealer. He must be made to take an active interest in these mechanical problems if he, the dealer, is to sell the machine successfully.

The Vacuum Cup Washing Action of the Aerobell is important in all advertising but the dealer has difficulty in grasping the theory of its mechanical action as the advertiser has wished. Therefore, a series of cleverly illustrated advertisements has been used, wherein the active principles of the vacuum bells are illustrated by proxy.

One picture shows boys having a rollicking time in an old swimmin' hole, and a grandfather watching one of the popular tricks of the day. But allow the text to explain it: "The power of vacuum was demonstrated at the ol' swimmin' hole. You remember . . . the dare . . . the dash . . . the tearing off of breeches and shirts . . . the flash of bare bodies . . . the glorious feel of cool water . . . the shouting and frolicking."



THE STEEL-NITE treatment of industrial iron and steel constantly repels the attacks of hostile acids. They are impregnable, invulnerable. Today industrial metals are called upon to resist the continuous assaults of corrosion, and their resistance to corrosion is an important criterion of industrial value.

Haynes Stellite, thoroughly tested in both laboratory and plant, has taken its place as a corrosion resistant metal. Particularly notable in its complete resistance to all strengths of nitric acid. It is not affected by any common chemical and only hydrofluoric, hydrochloric and concentrated boiling sulphuric acids attack it.

Our booklet, "The Properties of Haynes Stellite," discusses the chemical and physical properties of the metal and its many varied uses. It might show you where the metal can effect an economy in your business.

HAYNES STELLITE COMPANY

ROCHESTER, NEW YORK

Representatives: The American Metal Company, 100 Wall Street, New York, N. Y.

## HAYNES STELLITE

THE IDEA OF STRENGTH AND STAUNCE  
IS ONE OF THE EASIEST FOR WHICH  
TO FIND SYMBOLS AND ALLEGORIES

Then as super-activity took the wire edge off exuberant spirits and naked young pagans lay in grass or sand, luxuriating in the caress of sunshine and breeze, the leather 'suckers' would be brought from the old stump hiding place . . . a disc of leather, string hitched to the middle, wet and pressed upon flat rock with bare toes. How it stuck, and what heavy rocks could be lifted. It was something mysterious, something we didn't try to understand, but we knew that it had marvelous pulling power. Today, this same vacuum principle, vastly improved, is the basis of the washing efficiency of The Aerobell."

DEALER'S

# Goodwill

*must be earned*

THE most lasting impressions on dealers are created by customers' acceptance of advertised products. To develop the farm market for dealers, advertisers must make an honest effort to educate most of the farm customers of the dealers. C. A. Taylor and the editors of Farm Life have earned and won the confidence of more than a million responsible farm families, representing every county in every state in the Union. That makes Farm Life the logical medium to carry advertising messages to that group. *The other good farm papers reach other groups.*

T. W. LeQuatte  
*Advertising Manager*

**Farm Life**  
Spencer, Indiana

# Put Holiday Colorin to

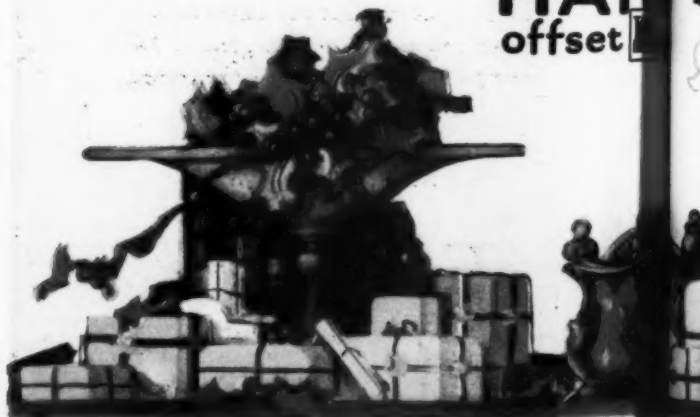
**H**OW greatly color adds to this holiday season's more attraction and pull there is in the gaily-tinted advertisement. And, after all, isn't the most effective kind which folks *want* to read? Don't you really find the days of "jamming over" your message are past? OFFSET Lithography is becoming so popular. It's in your letterheads, direct mail, labels in a manner that makes the meaning of your message and the buying of your products.

## Call in an OFFSET Salesman

He can show you samples of work which may suggest ideas for your advertising campaign. No obligation will be incurred.

*Published in the interests of More Effective Advertising by  
Harris Automatic Press Co., Cleveland, Ohio, Manufacturer*

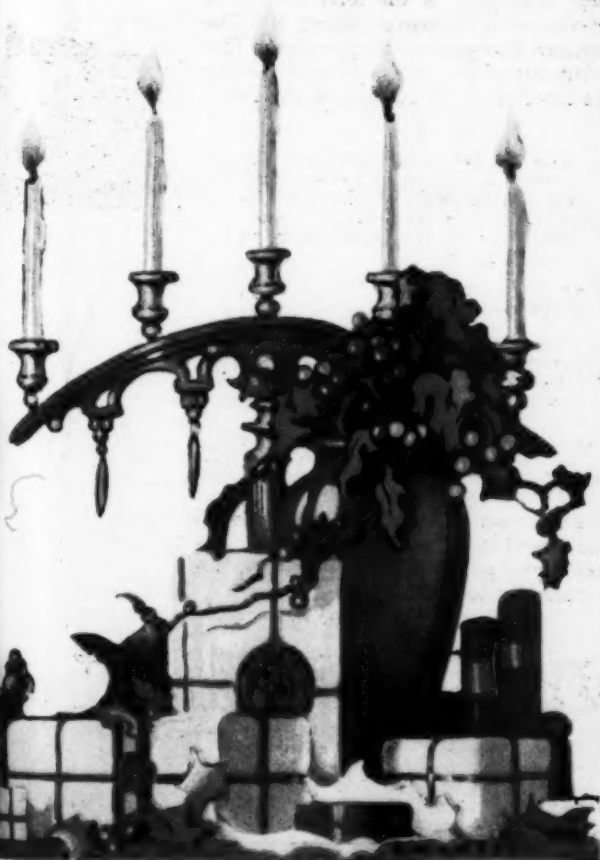
**HARRIS**  
offset



*Produced on a HARRIS Offset Press*

# Bring to Your Advertising

*Art subjects taken from an  
appealing window card pro-  
duced by Offset Lithography*



# How One Of Birmingham's Largest Ready-to-wear Stores —Places Its Advertising

During the first eleven months of this year The Birmingham News carried more than 92% of the total volume of newspaper advertising placed by The Parisian Company in Birmingham. This is but one of the many accounts placing the bulk of its advertising in the News.

Here is a statement showing how The Parisian Co. placed its newspaper advertising during the first eleven months of 1926. (The Parisian Co., started advertising in the third paper on October 1.)

News	2nd	3rd
Lines	Paper	Paper
Lines	Lines	Lines
477,795	- - - - -	36,494

The *net paid* circulation of The News is now greater than 81,000 Daily and 97,000 Sunday. That is why both local and national advertisers find it a profitable medium for their entire Birmingham appropriation. They get complete coverage at one cost.



## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia

J. C. HARRIS, JR., Atlanta



# We Help Ourselves by Helping Our Dealers

The Carhartt Dealer Service Bureau Helps Retailers, Customers or Not, to Sell All the Products They Handle

By Wylie W. Carhartt

Vice-President, General Manager, The Carhartt Overall Company and Hamilton Carhartt Cotton Mills

THE principal purpose of the dealer help is to help dealers. That is axiomatic. Nevertheless, the fact is very often lost sight of by manufacturers. Too often, manufacturers are intent upon helping themselves rather than the dealer.

Perhaps that is due to the fact that manufacturers, in planning dealer help services, confine their attention to the lines they make. This naturally limits their point of view and the dealer help frequently shows unmistakable signs of this restricted viewpoint.

To overcome this prejudice, and to be of real help to our dealers we organized our Dealer Help Bureau. This bureau is as interested in helping the dealer sell shoes, suits and millinery as it is interested in selling overalls. The object, of course, is to sell Carhartt overalls and other Carhartt products, and it has proved that the good-will created by these unselfish helps takes care of Carhartt sales while we are rendering the merchant selling helps in any department he chooses.

Our merchandise is distributed, principally, through the independent retailer who, for the last five years, has been losing ground to the chain stores. Some of them have been unable to cope with organizations operating from thirty to 600 stores, which can employ, for a fraction of a per cent of their sales, sales experts who devote all of their time to educating retail sales people, outlining sales plans, window trims and devising sales appeals that can be executed by almost any sales force.

In the face of this organized selling, plus financial ability behind his own, the independent re-

tailer was gradually losing sales to these formidable competitors.

To meet this situation and put the independent retailer on a par with the great chain-store organizations we created our Dealer Help Bureau.

Early in 1926 the Carhartt Dealer Service Bureau and its services, with Lee Fleming in charge, were announced to be available to any independent dry goods or clothing dealer, whether or not he was a Carhartt customer.

The announcement was made by a four-page, letter-size folder printed in three colors and headed: "Hamilton Carhartt Announces a Nation Wide Dealer Help Bureau. Carhartt customers and other friends are invited to take advantage of this unusual service."

The announcement explained that the department was organized to help put the dealers on a par with chain-store organizations. It mentioned that the helps offered would include writing advertisements, sales bills, arranging special sales, suggesting window trims, helping with clerk training, accounting methods, displays and that Mr. Fleming would give advice on any retailing problem.

This announcement was followed by a house magazine, "Carhartt's Profit Pilot," a twenty-four page booklet containing actual experience stories and distributing successful methods used by merchants. Every article contained a "lift" for the retail merchant and each article stated who had used the method, how and the result. This magazine is published each month, and in addition to the actual experience stories several special articles are written on subjects of general interest which have been

suggested by letters received from merchants.

"Carhartt's Profit Pilot" has been called a houseless house magazine, as all reference to the Carhartt firm or Carhartt products is left out of the editorial matter. The magazine is devoted entirely to the merchant's interest and contains stories of any line of merchandise to be found in a general dry goods or furnishing store. There are several pages devoted to advertising the Carhartt products but these are set as display advertisements and are easily recognized as such. The dealer is never inveigled into reading an article that twists itself into an appeal to buy or push our firm's products. This magazine creates an immense amount of good-will, keeps the Carhartt name before the retailers and takes the dealer helps to many merchants who probably would never make a specific request for service from the Dealer Help Bureau.

Proving both the need and appreciation of the Bureau, merchants have written from nearly every State in the Union and every province in Canada. A man in Georgia wanted a circular for a special sale; it was prepared and sent to him for printing. A merchant in Michigan wanted a series of letters soliciting business on a time-payment plan. Another believed in direct mail but needed help in preparing copy. A department store in Texas asked advice on staging a fashion show. Another wanted a plan of compensation for his salespeople that would be fair and increase their interest. In one medium-size town the merchants arranged a co-operative meeting of retailers and employees who were addressed by the head of the Dealer Help Bureau.

LIBRARY MAINTAINED AND PERTINENT ARTICLES FILED

The Bureau is equipped with a library of books and pamphlets devoted to subjects of retailing. All the leading business publications are scanned for articles that might contain a lift for the retailer. These articles are clipped, classified and filed. Pictures and de-

scriptions of unusual window displays are filed. Newspaper advertisements with unusual typography or copy appeal are filed for future use.

Our traveling salesmen contribute to the work of the department by reporting successful ideas used by merchants with whom they come in contact. Many photos and descriptions of window displays come from this source as the mention of the Dealer Help Bureau or the "Carhartt's Profit Pilot" to the merchant causes him to recall some method that he has used.

With this great store of information on the subject of retailing classified and filed away, the Dealer Help Bureau is equipped to give information or render help upon almost any subject of retailing. A merchant outlines a problem of selling on the time-payment plan; the file of material relating to instalment selling will usually reveal information and a solution of a similar problem by some other retailer and in many instances a composite of several of these articles will give him the very information he needs.

A merchant is in a quandary as to what is the best method of remuneration for his employees; from our files we are able to pass on to him the experiences of perhaps a dozen other firms which have faced the same problem. In this we do not attempt to make the decision for him but we can and do put into his hands the facts, both for and against, taken from the experiences of other merchants.

Another request comes from a merchant who wants to celebrate his fifteenth anniversary. He says he wants a page advertisement for his newspaper that will be out of the ordinary and in keeping with the event. He also wants to stage some sort of a party that will make his store and sale the talk of the town.

Our file of newspaper advertisements under the heading of "Anniversary Sales" will give us the choice of several hundred advertisements used by many of the largest stores using a thought from this one and an idea from that one. Consideration of the merchant's

local conditions usually produces the unusual advertisement with little trouble. The file of articles on store parties places us in a position to give him at least two or three plans of anniversary parties from which he can take his choice.

In addition to the files, the head of the department spends considerable time with the retailers gathering ideas and keeping in touch with the retailer's viewpoint so that every letter or message from the Dealer Help Bureau is written from the retailer's angle and great care is taken to keep the house divorced from this service.

The demand for service from the Bureau keeps seven people busy at all times and to list the subjects and kinds of help requested would be to name most every usual problem that comes before a retailer and several very unusual ones. To what extent the Bureau has aided in increasing sales may never be known but since its inauguration some thousands of new dealers have been added to our lists, and many of these made their first contact through the Bureau.

Today selling must be on a basis of real service, and the word service must mean more than shipping an order promptly. Service really means helping the merchant buy intelligently, display properly, and to sell profitably.

It would profit a manufacturer but little if the merchant was selling his one line profitably and losing money on other lines to an extent that would soon eliminate him as a desirable customer.

If failures among retailers were in the minority and successes in the majority our Dealer Help Bureau would not be a necessity, but when statistics of business show a decided majority of failures, we believed our Bureau would fill a real need and the response from retailers, both large and small, has proved its worth.

It opens the door for our salesmen, gives them a subject of common interest with the dealer, and his attitude toward the house and line is increasingly friendly.

The Dealer Help Bureau has put us into friendly contact with hundreds of dealers, always creat-

ing good-will and our sales have increased enough to pay a nice profit on the expense.

### Buy Control of Brewster Publications

George Kent Shuler and Duncan A. Dobie, Jr., have acquired control of the Brewster Publications, Inc., Brooklyn, N. Y., publisher of the *Motion Picture Magazine* and *Motion Picture Classic*, from Eugene V. Brewster, who has resigned as president.

Mr. Shuler has been elected president, treasurer and a director. He will also be publisher. Until 1922 Mr. Shuler was a major in the Marine Corps, following which he was elected Treasurer of the State of New York. Mr. Dobie, now vice-president and general manager of the Brewster publications, held a similar position with the company before its reorganization. Murray C. Burnays is secretary. A new corporate name will be chosen shortly.

### Sandstone Account for Nichols-Evans Agency

The Briar Hill Stone Company, Glenmont, Ohio, producer of Briar Hill Golden Buff and Variegated sandstone, has appointed The Nichols-Evans Company, Cleveland advertising agency, to direct its advertising account. Business-paper and direct-mail advertising will be used.

### Thorens, Inc., Appoints R. K. Kind General Manager

R. K. Kind has been appointed general manager of Thorens, Inc., a new corporation, importer of Thorens phonograph motors, cigar lighters, etc. He was formerly general manager of the Joseph Schlitz Beverage Company, Milwaukee.

### New Account for McKay Agency

The Bye-Thompson Company, Tacoma, Wash., State distributor of Moon and Diana cars, has appointed the McKay Advertising Company, Seattle, to direct its advertising. Newspapers throughout the State will be used.

### Joins Fred'k A. Spolane Agency

David F. Wolfe, formerly with H. C. Goodwin, Inc., Rochester advertising agency, has joined the staff of the Fred'k A. Spolane Company, New York advertising agency.

### Orange County, Calif., to Advertise

An advertising campaign in Southern California newspapers is being planned by Orange County, Calif. Smith & Ferris, Los Angeles advertising agency, will direct this campaign.

## \$100,000 Campaign to Combat Prison-Made Garments

The Union-Made Garment Manufacturers' Association Plans to Carry Fight against Prison Competition to the Farm Market in 1927 Campaign Which Will Be Directed by Oscar Berman

**ENCOURAGED** by the results of its co-operation with union labor, the Union-Made Garment Manufacturers' Association of America has authorized the expenditure of \$100,000 in 1927 for advertising to combat competing merchandise turned out in prisons.

For the last few years some advertising has been directed at retail dealers handling work shirts, overalls and work pants. During the coming year all effort will be concentrated on the education of dealers and consumers through advertising. In addition to using publications reaching the retail clothing trade, the manufacturers and unions are going to advertise to the farmer who, of course, is one of the biggest buyers of work clothing.

"The results of the advertising we have carried on so far," says Robert Noren, secretary of the association, "encourage us to believe that before long buyers of work clothing will refuse to accept garments not made by employers of free labor. In spite of the fact that prison merchandise can undersell that produced by union labor, the consumer will not have it when he knows something of the conditions obtaining in many prison factories."

In 1924 the National Joint Committee on Prison Labor, composed of the Union-Made Garment Manufacturers Association and The United Garment Workers of America, offered a booklet, "Prison Labor for Private Profit," in its advertising. A million copies were distributed in that year. Another million has been requested this year from people in all occupations and activities, although the advertising was written only for

retail dealers in the clothing field.

"This widespread demand for our booklet has convinced us that the general public wants to know more about how goods are produced in prisons and the competition that they offer to other manufacturers," Mr. Noren said. "That merchants have been made to appreciate our situation by means of our advertising is certain beyond any question. Several sections of the country that formerly bought prison goods in good-size quantities have recently displayed a willingness to concentrate their buying with the businesses operated by union labor employees."

A number of articles on the subject of prison-made merchandise have appeared in *PRINTERS' INK*. The present campaign of the Union Made Garment Manufacturers' Association was described in the October 7 issue in an article entitled "Labor Co-operates to Advertise Union Label."

Next to the union laborer the farmer is probably the principal buyer of work clothing. In recent years he has been educated concerning the value of advertised merchandise. If he turns his thumbs down on prison made garments, it seems likely that more than one penitentiary workshop will have to devise new means to keep its inmates employed. Oscar Berman of The Crown Overall Manufacturing Company, Cincinnati, will direct the garment manufacturers-garment workers' advertising during the coming year.

### Appoints Griswold-Eshleman Agency

The Harris-Seybold-Potter Company, which was recently formed through the consolidation of the Harris Automatic Press Company, Cleveland, the Seybold Machine Company, Dayton, Ohio, and the Premier & Potter Printing Press Company, Inc., New York, has appointed The Griswold-Eshleman Company, Cleveland advertising agency, to direct its advertising account.

### M. J. Adler with Baltimore Agency

Milton J. Adler, recently on the staff of James H. Rothschild, New York, in a contact capacity, has joined the copy staff of The Joseph Katz Company, Baltimore advertising agency.

The Albany  
Times Union  
and the  
Syracuse Journal

*Announce*  
the appointment of  
**RODNEY E. BOONE**  
as  
**GENERAL MANAGER**  
of  
**NATIONAL ADVERTISING**

*Effective January 1, 1927*

**HEADQUARTERS**  
**9 EAST 40th STREET**  
**NEW YORK**

*New York Office*  
**RODNEY E. BOONE**  
9 East 40th Street

*Chicago Office*  
**H. A. KOEHLER**  
929 Hearst Bldg.

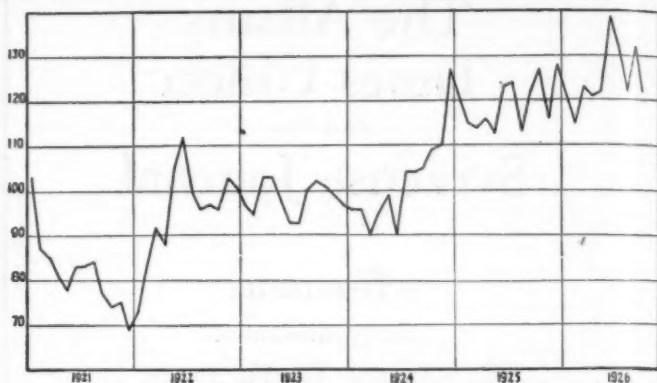
*Detroit Office*  
**L. C. BOONE**  
Book Tower Bldg.

*Boston Office*  
**S. B. CHITTENDEN**  
554 Hearst Bldg.

*San Francisco Office*  
**F. M. Van GIESON**  
541 Monadnock Bldg.



## THE PUBLICATIONS OF E



Based on figures collected and tabulated by the Department of Live Stock Economics of the International Live Stock Exposition.

### Increased Cash Returns on Live Stock

THE above chart presents graphically the story of the amount of cash paid to live stock farmers for cattle, hogs and sheep during the past six years. It is based on actual figures, that is slaughter of cattle, hogs and sheep under federal inspection and prices paid by packers for these animals. In the computation the average for the years 1921 to 1925 is taken as equaling 100.

¶ It will be noted that the line in the chart divides itself into three periods. First, during 1921 and the first half of 1922, the total cash return on live stock was below the average; second, from the middle of 1922 to the middle of 1924, a two-year period, the return fluctuated

# Corn Belt

## OF • LIVE • STOCK • INDUSTRY



above and below the average; third, since the middle of 1924, the live stock farmer's income from live stock shows a marked gain, and this high level continues.

¶ The greatest single producing industry in America surpassed itself in the year 1926, the total value of live stock products exceeding Seven Billion dollars.

¶ More important is the fact that this huge volume of business was transacted on a level of prices profitable to producers of cattle, hogs and sheep.

¶ Live stock farming is agriculture at its best. The man who farms the live stock way is invariably a farm owner, a prosperous and substantial citizen—a good buyer.

¶ The only effective way to cover the live stock field is through the publications issued from the four great live stock markets—Chicago, Kansas City, Omaha and St. Louis.

**Combined Circulation, 100,000**

**Individual Subscription Price, \$5.00 per Year**

**Combination Advertising Rate, 35c per Line**

**VALUE!**

Daily Drivers Journal, Chicago  
Daily Journal-Stockman, Omaha  
Daily Drivers Telegram, Kansas City  
Daily Live Stock Reporter, St. Louis

*General Advertising Office:*

**THE CORN BELT FARM DAILIES**

836 Exchange Ave., Chicago W. E. HUTCHINSON, Adv. Mgr.

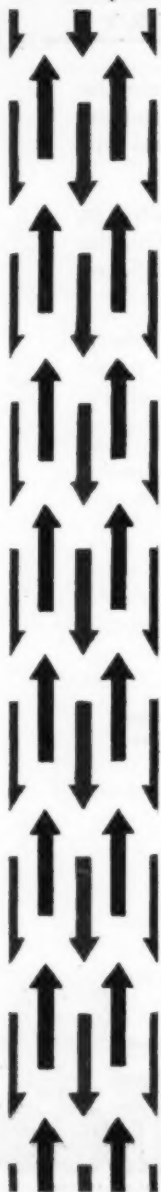
*Eastern Office: Paul W. and Guy F. Minnich*

35 W. 42nd St., New York



# Farm Dailies

REG. U. S. PAT. OFF.



## THE TWO-WAY FLOW of BUSINESS CURRENTS

Dividends of any company are not paid in commodities made by that company. They are paid in dollars that can come from only one place—the pocket of the consumer. He opens his pocket and pays his dollars for only one conceivable reason—he has made up his mind that he would rather have the service of these certain commodities than the continued possession of his money.

That is all a very obvious way of stating the transaction of buying and selling. But when it is put that way it helps to make clear a point that is sometimes forgotten: a business is really made up of two currents, or streams, flowing in opposite directions. The first is a stream of products flowing out from the factory through distributors to users. The second is a current of users' dollars flowing back to the company with which to pay its operating costs, material bills, and dividends.

The speed at which these currents flow, and their volume, determine the success of a business. The question of the rate of these two currents and their volume is not decided, however, by the company (although it can do a great deal to help decide it) and it cannot be decided by any of the factors who distribute the goods. After everything else has been said the fellow that really counts is the man out of whose pocket the ultimate dollar comes. If you can cause him and millions more like him to make up his mind for a product, good business results. This again is just another way of saying that the central problem of the sales job is to get the consumer to make up his mind.

**CALKINS & HOLDEN, INC.**

247 Park Avenue, New York



# The High Cost of Applesauce

Do Men Really Like to Work for a Highly Benevolent Company?

By Edgar H. Felix

"THERE goes one of our funerals now!" remarked the vice-president in charge of sales grandly, indicating to the newly hired advertising man a funeral cortege, making its way down the main street of the factory town. "This company brings them into the world at the company hospital, educates them at the company school, houses them in the company homes, supports them in their old age with the company pension fund and finally buries them with a company funeral. You should be able to frame up some wonderful advertising on what this company does for its employees."

The ramifications of this company's benevolent work are truly imposing. All the executives are proud of their work, for it makes the lives of their employees easier and happier; it promotes company loyalty; it reduces labor turnover. In fact, they take such pride in their welfare work that if any one of them woke up with wings grown to his shoulders one of these bright mornings, he would accept it quite as a matter of course.

The benevolent spirit in successful industrial organizations springs out of the highest and most generous motives. Reduced labor turnover and greater loyalty, manifesting itself in care to avoid waste and redoubled efforts when production pressure is high, are generally regarded only as by-products. The initiation of large scale benevolent work has usually so stimulated these practical and profitable by-products that they have fully justified any expenditure or reduced profit which the cost of benevolent work entails.

Yet many a co-operative effort—pensions, medical service, death benefits, stock participation—is a failure! Even when such an effort achieves its immediate purpose—lower turnover and greater

loyalty—with marked success, it is often accompanied by serious losses of other kinds.

American business has developed truth in advertising to a degree which has added tremendously to the sales influence of advertising. In the last analysis, the commodity in which there is the greatest barter and sale, the one of the greatest importance in turning the wheels of industry, is the sale of individual services. Neither the applying employee nor the hiring employer are recognizing the value of truth in the word-of-mouth advertising which precedes a sale of services. Benevolent activities are always a factor when hiring is involved.

With the tremendous growth in the size of the industrial organization, executive contact with employees on an intimate basis is no longer possible. The negative influence of welfare work is thereby hidden from the eyes of those who direct it. The very loyalty created precludes frank expression of the worker's true opinion. Many a management mystery hangs upon the peculiar influence of too much done for the worker and not enough left for the worker himself to do.

## A MISFIT

An observer of these conditions recently described a conference of a new branch of a specialty manufacturing business which typifies a negative feature of welfare work rarely reckoned as one of its inevitable by-products. The success of this new branch was due to a half dozen live-wire youngsters who developed and put over an entirely new phase of the company's work. In the conference were seven men, the department heads of the new enterprise. The observer, who had been called in special consultation, noted an older man, white-haired, amiable, likable, who seemed quite incon-

gruous to the group. Everything had to be explained to him specially; he contributed nothing. He was a total misfit and he prolonged the morning conference by two hours.

"What is he in the conference for?" asked the observer of an intimate friend.

"Oh, he's been with the company for many years and was assigned to this department. He knows about everybody in the outfit. But he doesn't know what it's all about. In a few years he will be retired on his pension and his assistant will become head of his department. This company is full of men who have stuck to it through thick and thin because of its system of pensions and stock participation. When old age reaches them, they begin to cash in on the years of salaries below the average. The rest of us, by our efforts, must carry, not one, but several of these old-timers. If they sent them home with full pay, they would not, at least, slow up the machinery. The main reason we can get from 25 to 50 per cent more salary elsewhere is because we are storing up credit in a pension effective thirty years from now. I'm not worrying about thirty years from now, but those who do, find the company's policy quite comforting. As for me, I'd rather get paid in cash."

The young man who made this statement eventually left the concern and received 35 per cent more salary by so doing.

A young engineer with a paint concern visited its headquarters not long ago to attend the annual dinner of the firm's executives. This dinner was held at the city where the main works of the firm are located. Every employee who had been with the organization for more than twenty-five years received a medal. Each was called up by name and individually applauded. The young man looked up and down the line of some thirty people and he noted that there was exactly one minor executive, making more than the salary of an average bricklayer, in the group. None of the directing executives of the business was

in this twenty-five-year group. He concluded that none of the live wires was cashing in on the pension system.

There is no doubt that pensions, sick benefits and medical service are appreciated by the great bulk and majority of workers. Thrift plans and part payment purchase of stock help to weld workers together and to promote thrift. Reports from scores of concerns indicate that most of the workers who were helped to buy homes or to become ultimately independent would not be in that position were it not for the company's system.

#### WHO IS WON BY WELFARE WORK

The great majority of factory workers who do not have the will and foresight to save and to prepare for the future are the ones whose loyalty is won by welfare work. The ambitious workers, the coming executives, seeing about them this contented type, doing the same work and making about the same money that they are making, conclude there is little or no future in that business.

There is excellent foundation for this conclusion when you find in the annual report of a concern, employing several hundred thousand men at lowered salaries because of its welfare fund, that it paid out less than \$500,000 in pensions, had only slightly over 900 men on its pension rolls with an average pension of less than \$50 a month. Most of the other benefits paid under the plan are what any conscientious firm offers without making any boasts of its generosity. It is customary to continue paying the salaries of established employees during a period of sickness, to which payment over \$3,000,000 of this welfare fund was devoted. The statistically inclined employee will observe that he takes about 99 per cent of the gamble in almost any benefit plan.

The helping hand is appreciated by those who cannot help themselves. But abler men seem to resent the invasion of their personal affairs by a company system of saving. The rising executive may have been willing to have a



Now more than  
**16,000** NET PAID  
 (at \$15.00 a year)

A class audience of national influence and high purchasing power. The key people in more than 3,000 communities. The people who are in control of things in America. An audience inaccessible through any other medium, but reached every day through The United States Daily. Limited advertising so that your copy has a full chance to register.

Sell Influential America  
 and you sell All America.

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America*

**DAVID LAWRENCE**

President

New York Office:  
 52 Vanderbilt Avenue

**Washington**

Chicago Office:  
 London Guarantee Bldg.  
 Detroit Office:  
 Dime Savings Bank Bldg.

**VICTOR WHITLOCK**

Vice-President and  
 Director of Advertising  
 San Francisco Office:  
 Bulletin Bldg.

company doctor supervise his coming into the world, but when the company appropriates, directly or indirectly, a part of his salary to pension his old age, tries to sell him a standardized house on a standardized street, supervises his hygienics and entertainment, he begins to wish for freedom.

Not desiring to name individual concerns, I must leave it to the reader to call to mind for himself a number of large organizations with which he is familiar, famous for their welfare work. Usually these concerns are the training ground for the industries in which they are leaders. For example, I know of one electrical laboratory whose alumni include the chief engineers of about 50 per cent of the radio concerns in the United States; a newspaper whose graduates have gone far and wide to build up the executive forces of other newspapers. Is it a coincidence that the fine old firms, featuring welfare work as a part of their payment for services, have the greatest turnover in ambitious youngsters and the largest proportion of veteran red tape experts?

Apparently, the workers who cannot of their own will take care of their future are benefited by a paternalistic company and return to it their loyalty and stability. But the type possessing the qualities of leadership, the future executive, resents paternalism and the arbitrary doing for him of what he would rather do for himself in his own way. He would prefer a cash bonus, representing the cost of welfare, to all the insurance in the world.

Applicants for positions take with a grain of salt an employment manager's statement that the company does anything for them. If the company has money to spend in welfare work, it means that the workers have made it profitable enough to enable it to do so. Even if a large stockholder makes a gift to establish a welfare fund, it is not regarded as a gift but a return of some of the profits which the workers themselves have earned. The secret opinion of many a welfare effort is "more applesauce."

Even when achieving its object of reduced labor turnover, many a welfare plan is undermining the future executive structure of the organization and making it serve largely as a university for the strengthening of its rivals who pay cash instead of "applesauce." Why not offer a choice of welfare work or cash to applicants for positions and see which is better appreciated?

### Richmond, Va., Advertising Agencies Organize Council

At a meeting of the advertising agencies of Richmond, Va., held on December 20, the Advertising Agency Council of Richmond was organized with all of the advertising agencies in Richmond represented in its charter membership.

The purpose of the council will be to establish and maintain a code of standard practices for advertising agencies in Richmond and to increase the usefulness of advertising agencies to Richmond advertisers.

The following agencies were elected as charter members of the Council: The William Byrd Advertising Agency; the local department of Cecil, Barreto & Cecil; C. W. Page, advertising counsel; Page Advertising Agency; Staples & Staples, Inc., and the Ralph L. Dombrower Advertising Agency.

Lawrence E. Page and G. Kenneth Goode were appointed as a committee to draft the code of standard practices, which will be put into effect shortly after January 1.

Ralph L. Dombrower was elected chairman for the coming year.

### With Aluminum Goods Manufacturing Company

Miss M. Irene Hart has been appointed director of a recently organized test kitchen and educational department of the Aluminum Goods Manufacturing Company, Manitowoc, Wis., Mirro and Viko aluminumware. For several years Miss Hart has been director of the educational and home service department of Igleheart Bros., Inc., Evansville, Ind.

### New South Wales to Tax Newspapers

The Legislative Assembly of New South Wales, Australia, has adopted a bill which provides a tax of a half penny per copy for all newspapers with a circulation of more than 15,000.

### Death of Martin O. Goldsmith

Martin O. Goldsmith, secretary of the Graphic Arts Engraving Company, Philadelphia, died on December 22.

The "next to thinking matter" magazines:

*The Atlantic Monthly*

*The Golden Book*

*Harper's Magazine*

*Review of Reviews*

*Scribner's Magazine*

*World's Work*

## IN SCRIBNER'S ALWAYS THE BEST OF THE NEW WRITERS FIRST

Harvard men in advertising know "Copey."  
The Scribner's have just published his Reader.  
Look at it at your nearest bookstore.

# 1926

**was a great year for  
the GRAPHIC, but a  
greater year is coming**

---

---

*A home medium of ex-  
ceptional drawing power*

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**W**E doubt whether any newspaper ever made such progress in its second year as the GRAPHIC made during 1926.

Today we have 150% more circulation than we had a year ago: we jumped from fifth place in the evening field to second place, with a present daily average, net paid circulation of more than 300,000.

In advertising lineage the GRAPHIC gained almost 50%—a greater gain by far than any other newspaper—morning or evening shows in this area.

The coming year looks even brighter.

On March 1st we expect to move into our new building, where there will be facilities for printing and distributing at least a million copies daily.

More and more advertisers are coming into the GRAPHIC: they find that this newspaper gives greater results for each dollar invested, than any other newspaper on their list.

The GRAPHIC has found and taken its place in this great metropolis as a newspaper for the people—a fearless advocate of their interests, and hence a home medium of exceptional power and influence.

We are looking forward to 1927 with renewed confidence in the ability of this paper to attract the attention and hold the interest of the millions whose welfare it has at heart.

NEW YORK  
**EVENING  
GRAPHIC**

Member A. E. C.

Harry A. Ahern, *Advertising Mgr.*

25 City Hall Place, New York

Charles H. Shattuck, *Western Mgr.*

168 N. Michigan Ave., Chicago

# More than 170,000 executives read **BUSINESS** every month!

A group that offers a market of genuine worth—without the added cost of waste circulation.

If you are interested in getting your advertising message before such an intelligent class of readers (at a rate which is remarkably low) write for a rate card and further information.

## **BUSINESS**

Burroughs Ave. and Second Blvd.  
**DETROIT**

J. B. MAYES  
One Park Ave. Bldg., 1 Park Ave.  
New York, N. Y.

C. B. MACGREGOR  
Burroughs Ave. and Second Blvd.  
Detroit, Mich.

G. D. B. SMITH  
114 S. Wabash Ave.  
Chicago, Ill.

E. C. WILLIAMS  
Robert Bldg.  
San Francisco, Calif.



# This Jobber Advertises Its Dealers

Newspaper Space Is Used to Tell the Public about the Services Dealers Render

By E. C. Walling

Sales Manager, Ballou & Wright, Automotive Jobbers

**SELLING** the retailer is only half the job of the jobber. The actual selling to consumers must be done by the retailer, and in the measure that a jobber succeeds in making better merchants out of

to legitimate car dealers, repair shops, garages and independent service stations. But in exploiting the merits of these branches of the automotive industry, we indirectly furnish an incentive to the

I want my car  
fully equipped!



Your automobile dealer knows that a few necessary accessories will afford you genuine comfort and convenience when driving. He also knows what equipment is best for the particular car he sells.

To replace a damaged fender alone costs several times as much as to buy a bumper-to any number of what might happen to you without a top-light, or a windshield cleaner, or a spare tire!

He is anxious to see you satisfied—and the suggestion he has to offer you tends to help your well-being in the long run.

Say to him: "I want my car fully equipped!" and you will derive new pleasure in driving, such as you have never known before.



When a car is properly equipped, it is a pleasure to drive. It is a pleasure to see you satisfied—and the suggestion he has to offer you tends to help your well-being in the long run.



There is no one who doesn't want a car that is properly equipped. It is a pleasure to see you satisfied—and the suggestion he has to offer you tends to help your well-being in the long run.

He is responsible  
for thousands of  
dollars in fine  
Motor Cars!

A GLANCE in any modern garage will reveal many thousands of dollars in other people's cars—arranged to the taste of your garage man. If you connect him with the buying of your car, connect him with your work.

He is constantly handling the very latest equipment in order to give you the very latest service. With the capital matter due to maintain in operation the modern garage—the comprehensive, the work done is comparatively small. Suppose your garage man advises you can't do only one for goodness sake, but he can't do it unless he has the good equipment!

"Everything for the Trade."  
**BALLOU & WRIGHT**

PORTLAND

SEATTLE

"Everything for the Trade."  
**BALLOU & WRIGHT**

PORTLAND

SEATTLE

THREE BRANCHES OF THE AUTOMOTIVE INDUSTRY ARE EXPLOITED IN THIS CAMPAIGN, ONE BEING FEATURED IN EACH ADVERTISEMENT

his dealers, will he move his stock. Trite, of course—but it's some job!

Preaching ways and means won't do it, for we all think we know our own business best. Ballou & Wright, jobbers of automotive equipment and supplies in Seattle and Portland, have adopted a plan that has proved eminently successful in our field and can, no doubt, be adapted to many other lines.

It consists of an advertising campaign obviously designed to attract the attention of the public

personnel to live up to the story we tell the public.

As our initial campaign was only an experiment, we appropriated only \$10,000 for the first year. We have used the metropolitan dailies in the States of Washington and Oregon. The primary purpose of the campaign is expressed in this excerpt from the announcement to the trade: "This campaign is placed in your interests, selling your particular service to the general public. It will give the motorist a keener understanding of your problems; at the same

time increasing his good-will toward you."

It is no secret that the phenomenal growth of the automotive industry has, in the past, led to a great many abuses in the trade. The public reaction was inevitable and the legitimate tradesman has suffered with the "gyp."

The average motorist is ignorant of the mechanics of his car, and ignorance always breeds suspicion. If we can convince him that the garage around the corner is sincere in its efforts to serve his best interests, the motorist will not hesitate to entrust the care of his automobile to this garage, bring it in for periodic inspection and repair, and otherwise avail himself of the services offered. The same thing applies to the car dealer and the service station operator.

This is the story that we aim to tell in our newspaper advertising. We are well pleased with the results. Our own business has increased markedly, though it is hard to tell to what extent this is due to our advertising campaign. However, innumerable comments from customers assure us that the trade of the Northwest is well pleased.

As we are not by any means the only jobbers in this territory, it might seem that we are boosting the other fellow's game, and shouldering a common load alone, and that may be true. But what is good for the trade generally is good for everyone in it, and by the law of averages, we will profit according to our efforts.

The campaign exploits three branches of the automotive industry—the automobile dealer, the garage or repair shop, and the service station. The major portion of each advertisement features one of these branches, and subordinated in the copy are two smaller messages exploiting the other two. In this manner, all three branches are given a play in the same advertisement without losing the value of concentrated appeal. Each branch is alternated in the feature copy. The attention value of bold artwork is not overlooked in any of the advertise-

ments—the picture as well as the type tells a story.

For instance, one of our advertisements shows a motorist driving into a garage, and an attendant directing him to a stall. The caption reads:

**He—Is Responsible for Thousands of Dollars in Fine Motor Cars!** A glance in any modern garage will reveal many thousands of dollars in other people's cars—entrusted to the care of your garageman. If you entrust him with the housing of your car, entrust him with your work.

He is constantly installing the very latest equipment in order to give you the very best in service. With the capital outlay that is required to operate the modern garage—the compensation for work done is comparatively small. Patronize your garageman whenever you can—not only does he guarantee his work, but he puts in extra service hours for good measure.

In the same advertisement the service station and dealer are exploited in a narrow panel to one side—in smaller type:

Water is free—yes, and lots of other little courtesies that your service man offers you. On the other hand—be as generous in heeding his advice about the care of your car—as you are in taking advantage of the free service he offers.

The car in your dealer's showroom that is fully equipped is a thing of beauty. Yet more important than appearance is the utility of its accessories. When you buy your next car, ask your dealer's advice about equipment.

We secure local tie-up by sending proofs of the advertisements to the dealers four days prior to their release. Practically all our dealers post these advertisements, and some of them are so pleased that they have gone to the trouble to have them framed as permanent displays. In some of the advertisements our dealers in a territory are named in the copy, and this is a further stimulant toward good-will and local tie-up.

The reaction on the trade expresses itself in diverse ways. Our salesmen have noted a widespread "shop-cleaning"; quarters have been "dolled up," and greater care taken in arranging displays. We distribute a great deal of dealer helps, such as showcards, display racks and literature, and as our firm name becomes more and

LA PRENSA of Buenos Aires is a national newspaper bought and read by every class throughout Argentina.

Strict independence, freedom from political affiliations, vigorous editorial leadership, and a great volume of informative news including the largest cabled news report in the world, explain why its circulation and its volume of advertising are larger than those of any other newspaper in South America.

Your advertising in LA PRENSA will reach all classes in a nation with spending habits like those in the United States.

**JOSHUA B. POWERS**

*Exclusive Advertising Representative*

**250 Park Avenue**

**New York**

---

**"SOUTH AMERICA'S GREATEST NEWSPAPER"**

---

more a public asset through advertising, no doubt there will be a greater disposition to use the "helps" furnished.

Our salesmen also report that sales resistance has been broken down in many quarters and a splendid spirit of reciprocal co-operation has been established that has ironed out many difficulties. Although the campaign makes no sales appeal to the retailer, it provides a wonderful sales leverage for our men. They carry the complete campaign, bound in a booklet, and it serves admirably to convince the dealer that he should tie up to a house that goes to such lengths to help him.

The campaign provides an indirect and effective method of performing one of the most important functions of the wholesaler or jobber—making the dealer into a better salesman and merchandiser. It is well known that many dealers resent the wholesaler meddling in the retail end of the business to the extent of telling the dealer to "do this," "don't do that," "this is the right way," "that's all wrong." Regardless of the urgent need, the wholesaler must tread this path as though on eggs, for "preachiness" is something that even your best friend won't stand for.

But when the wholesaler tells the public, by printed word, what fine services and facilities the dealer offers—how the retailer's business is conducted as it should be, always assuming that such is the case—the dealer feels flattered and the tendency is for him to get in step.

### Hartford Agency Elects B. A. Doane, Secretary

Blanford A. Doane has been elected secretary of The Walter A. Allen Agency, Inc., Hartford, Conn., with which he has been associated for the last two years.

### Joins "Smart Set" and "McClure's"

Paul C. Hunter, formerly advertising manager of *Film Fun*, New York, has joined the advertising department of *Smart Set* and *McClure's Magazine*, both of New York.

### An Are-er Lines Up with the Schoolmaster

J. J. GIBBONS LIMITED

TORONTO, ONT., DEC. 16, 1926.

Editor of PRINTERS' INK:

We just want to say how much we enjoyed your discussion in the Schoolmaster's Classroom on the relative merits of "is" and "are" in the December 9 issue.

A lot of silly nonsense is\* expressed over just what is actual good grammar and I am glad to see that someone as wise as the Schoolmaster has taken this matter in hand and given it a good shake.

A prominent professional man in Toronto only the other day in a literature class, spoke on this very point. He is a graduate of Oxford and Cambridge and should know what he is talking about.

J. J. GIBBONS LIMITED.

M. PENNELL.

\* Or should it be "are"?

### C. P. Pulliam to Direct Everwear Hosiery Sales

Charles P. Pulliam will join The Everwear Hosiery Company, Milwaukee, on January 1, as vice-president and director of sales. He will also direct the special dealer merchandising service of this company. Since 1922 he has been with the Rollins Hosiery Mills, Des Moines, Iowa. Previous to that he had been Southwestern sales manager of Carson Pirie Scott & Company, Chicago.

### Henry Tetlow Company Appoints M. P. Gould Agency

The M. P. Gould Company, New York advertising agency, has been appointed to direct the advertising account of the Henry Tetlow Company, Philadelphia, manufacturer of Swan Down and Pussywillow face powders. This appointment becomes effective February 1.

### Cudahy Company Has Record Profits

The Cudahy Packing Company, Chicago, Dutch Cleanser, reports the best year's earnings in the history of the company with a net income for the year ending October 30, 1926, of \$4,052,780, against net earnings of \$2,792,357 in the year ended October 30, 1925.

### D. L. Regan Joins The Industrial Group

Denis L. Regan, recently with the New York *Evening Journal* in the research and merchandising department, has joined the advertising staff of The Industrial Group, New York. He will be in charge of research and will assist in service to industrial advertisers.

# L·E·A·D·E·R·S·H·I·P·+

## in ARGENTINA



The total number of cars in use throughout Argentina has been steadily increasing since 1923, at the rate of 50% per year.

The Automobile Show held recently in Buenos Aires gave added impetus to the development of a distinct "motor-consciousness" among the Argentine people.

**200,000**

motor-vehicles are now registered in Argentina.

**97%**

of these are imported from the United States.

"Ask LA NACION about Argentina"

## LA NACION, of Buenos Aires

continues its undisputed leadership as the logical medium for reaching the class of readers who would naturally be prospective purchasers for automobiles and other luxuries, because it has not only the largest but also the best circulation.

Consequently—it is not surprising that LA NACION is the preferred medium of advertisers in display classifications. It continues to maintain the lead in American automobile linage.

1926	LA NACION	Nearest Competitor
September .....	21,896 lines	14,532 lines
October .....	20,804 "	10,612 "
November .....	17,402 "	7,084 "

**TOTAL DISPLAY LINAGE .....** 502,953 " 397,381 "

LA NACION has the LARGEST circulation of any newspaper in Buenos Aires and is the ONLY newspaper in South America with a duly AUDITED and CERTIFIED circulation, along A.B.C. lines. Audited circulation is authentic circulation.

Editorial and General Office in the United States:  
**W. W. DAVIES**  
Correspondent and General Representative  
383 Madison Ave., New York

United States Advertising Representatives:  
**S. S. KOPPE & CO., INC.**  
Times Bldg., New York  
Telephone: Bryant 0900

Write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of LA NACION



## *"Do Something More!"*

CONSUMER advertising reaches more than 19,000,000 readers every month; 60,000 distributors push sales; dealer-helps, house organs, letters, folders and booklets go out—for the express purpose of increasing circulation.

After every good sales promotion plan is working effectively, the order comes, "Do something more!" Naturally, McCLURE'S circulation jumps ahead.

On the opposite page are pictured two monthly house organs, one designed to promote the sale of subscriptions, the other to pep up newsstand sales. They do it, too. A request will bring copies of the current issues.

McCLURE'S circulation booms along. Advertising lineage increases rapidly. And, because it pays, more and more big advertisers—

*include McCLURE'S!*



# TRUE TALK

—by a prominent Ohio merchant, to the Association of National Advertisers

\*\*\*\*\*

**"If the manufacturer wants the retailer to get behind his advertising, his first care must be to sell the dealer on his goods."**

Note: The department store is purchasing agent for its community, and always looks on itself as such. When the store gets its consignment of handbags, hats or whatever—that merchandise belongs to the store, has the store's own background of prestige and shares the benefits from the store's investment in publicity. If the manufacturer advertises to the consumer, so much the better—the store welcomes constructive cooperation of every kind. But such work is and must be a secondary job, having nothing to do with the progress of goods on their long trip to the point of final sale.

Help yourself! If advertising can be of service, use it, but use the kind that works on the key figure in your success—Tell and sell *the merchant* and he'll tell and sell the millions.

\*\*\*\*\*

The **E**conomist Group  
 DRY GOODS  
 ECONOMIST

DRY GOODS REPORTER — DRYGOODSMAN

[The most effective, most economical way to reach and influence dry goods and department stores]



# How a Large Mail-Order House Used Form Letters

23 Per Cent of Prospects in a Cream Separator Campaign Closed  
Through Form-Letter Follow-up

By A. O. Hurja

President, Hurja-Johnson-Huwen, Inc.

SOME years ago, when the mail-man was just a letter-carrier instead of a miniature dray-wagon, so-called form letters produced results that *were* results. I have before me some data resurrected from the past that would make the heart of a direct-mail enthusiast pound beyond all understanding. These amazing results are unparalleled today in any line with which I have come in contact.

I happen to be one of those country boys who came to the city. Well do I recall the evenings when Dad would burn the midnight oil poring away over a ream of letters received from one of the large mail-order houses, never for a moment thinking that those letters were anything but personal—directed to him alone.

As I look back upon it now, I can see that the so-called form letters did their work well. And they do so today, if given half a chance, especially with country-folk who do not get the mass of literature with which business men are today bombarded.

Some time ago, I was privileged to see, and also direct, the inside workings of what I believe to be the world's greatest form-letter mill, in one of our largest mail-order houses.

It was no unusual thing for us to use, in our particular department, a four- to six-page form letter, and a series of follow-ups countless in number. We talked facts so convincingly that the matter of a matched fill-in was entirely lost sight of. We were not concerned with anything else but to tell our prospect all there was to tell, even if it took six pages of elite type to do it.

As I look back upon it now, those letters were not models of

King's English; yet they were good enough to close some mighty fine business. In the departments I handled, our big drive was on cream separators. From October 1 to April 1, we received 3,639 inquiries from our farm-paper advertising, and sold 831 of them—23 per cent of the inquiries being turned into sales. Perhaps this is no record, but to close \$21,576.40 worth of cash business by form letters alone certainly isn't anything to be sneezed at. This figure represents only the business secured through form-letter follow-ups. When a prospect desired specific data, he was answered by dictated letters, and sales so made were recorded separately. Nor does this figure include direct catalog orders, which, of course, were much higher.

The percentage of monthly orders closed on form-letter campaigns ranged all the way from 7.2 per cent in November, to 183½ per cent in March, the latter figure being, of course, the culmination of previous sales effort closed at the height of the selling season.

## A CAMPAIGN THAT GATHERED MOMENTUM

The months of October, November and December brought us our volume of inquiries. In January, we began to feel the real results of our sales effort. In February, the sales percentage was nearly tripled over January, and in March this tripling process was piled up again. In other words, it took from three to six months for our propaganda to soak in, but how well it did this is seen from these actual figures that tell their own sales story. The point brought out here is that a form-letter campaign to farmers pro-

## SEMI-ANNUAL REPORT (OCTOBER 1 TO MARCH 31)

	Oct.	Nov.	Dec.	Jan.	Feb.	March	6 Months' Total
Inquiries received and answered by form-letter follow-up...	909	958	799	530	353	90	3,639
Total orders received....	129	69	120	122	226	165	831
Total Cash Received....	\$4,330.46	\$1,346.46	\$2,274.12	\$3,501.36	\$5,888.10	\$4,235.90	\$21,576.40
Average cash per order....	\$33.47	\$19.51	\$18.95	\$28.70	\$26.05	\$47.07	\$26.00
Percentage of inquiries closed.....	14.19%	7.2%	15%	23.02%	64.02%	183 1/2%	23% (Average—6 months)

gresses slowly but gets the business if a persistent follow-up is made.

These figures have not been hand-picked; they show the general run of results, not only in this department, but in some of the other departments of the business also.

The attitude toward the use of form letters today is different. I believe every sales correspondent feels that the form letter is no longer a personal message, that it is so much hokum, a necessary evil, and destined for the waste basket anyway. Perhaps this explains why so few form letters really pull today.

Yet, I have seen instances where present-day form letters have accomplished exceptional results.

### Powers-House to Direct Northern Ohio Newspaper Campaign

The Sugardale Provision Company, Canton, Ohio, has appointed The Powers-House Company, Cleveland advertising agency, to direct its advertising account. Newspapers in Northern Ohio territory are being used. The Sugardale company was formerly The Stark Provision Company, the change in name being made to effect a close connection between the company name and the trade name of its advertised commodities.

### Oregon Coal Dealers Raise Co-operative Advertising Fund

Retail coal dealers of Oregon have raised a fund of \$15,000 to advertise the advantages of using coal for domestic heating purposes. The campaign, which will start early in 1927, will make use of newspapers, outdoor advertising and direct mail. O. F. Tate, of Portland, Oreg., is acting executive secretary for the group of dealers.

### The House Organ Plays Mr. Feather to Sleep

THE WILLIAM FEATHER COMPANY  
CLEVELAND, OHIO, DECEMBER 22, 1926  
Editor of PRINTERS' INK:

I don't think it makes much difference whether we call them house organs or house magazines.

I prefer house magazines because so many people, unused to advertising jargon, think of a musical instrument when they hear the phrase "house organ."

The time that is spent in discussing and arguing this question might better be used in some other direction—even in sleep.

WILLIAM FEATHER

### Join Sales Staff of "Better Homes and Gardens"

Leslie E. Kreider, formerly with the American Lithographic Company, New York, and the Curtis Publishing Company, Philadelphia, and August Schlarbaum, formerly with the Macfadden Publications, Inc., New York, have joined the sales staff of the Meredith Publishing Company, Des Moines, Iowa, as representatives of *Better Homes and Gardens*.

### H. A. Shepherd to Join Stillson Press

H. A. Shepherd, for the last seven years with Frank Seaman, Inc., New York advertising agency, will become associated with The Stillson Press, Inc., New York, on January 1, as plans director of its marketing division. He was formerly manager of publicity of the Regal Shoe Company, Boston.

### Join Affiliated Contractor Publications

Milton L. Evans, formerly with Rogers & Company, Chicago, and Sidney Kalish, formerly with MacIntire & Simpson, publishers' representatives, Chicago, have joined the Chicago office of the Affiliated Contractor Publications.

30, 1926

Months'  
Total

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831

21,576.40

\$26.00

23%  
Average—  
(5 months)

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Publications.

## What Shall We Send Prospects Who Answer Our Adver- tisements?

The McKinney Manufacturing Company Believes the Answer to That Question Is to Truly Compensate Inquirers for Their Interest and Pains

**B**ELIEVING that when people take the trouble to sit down and answer a national advertisement they should get something real in return for their interest and their pains, the McKinney Manufacturing Company has worked out a very effective set of "Forethought Plans" for dining-room, bedroom and living-room, which are given to those prospective householders who show, by clipping a coupon in McKinney hinges advertisements, that they are interested in hardware for their home.

These plans are best described and explained in the words of the copy which accompanies that featuring the dining-room:

"This little idea came to McKinney as a way of helping to make your new home fulfill all your expectations. When you have your house plans before you, it is sometimes difficult to picture the furniture in place.

"If you cut out these plan views of standard pieces of furniture (which are in the same proportion as the ordinary architectural plan,  $\frac{1}{4}$  inch to one foot) you will be able to move them about and see that all the fixtures and doors are in the proper places."

On a thin card are outlines of tables, chairs, china closet, tea wagon, serving table and buffet, fifteen pieces in all. Cut out, they can be placed right on the architect's blueprint of the dining-room, as explained in the copy.

"There are three sound ideas tied up in the use of these plans," according to an official of the company. "The first is a desire on our part to give the consumer something out of the ordinary when he sends us an inquiry regarding our magazine advertising for hinges. In the majority of

cases, advertisers answer consumer inquiries with a stereotyped catalog or a standardized folder that pictures a great deal of nothing in particular and that creates in the mind of the consumer no definite feeling of good-will toward either the product or the company.

"Knowing that the prospect for hinges and building hardware is most often the man who is about to put up a new home, we realize that his greatest interest is in that home and that invariably he lives and dreams nothing but plans. Usually, he goes over them many times a day, showing them to everyone he meets. We decided to capitalize this interest and at the same time give the prospect something practical for his trouble in answering our advertisement.

"So our Forethought Plans are, first of all, designed to tie up with the inquirer's interest in the layout of his home by giving him a chance to place the furniture for each room right on his own blueprints. By so doing we are sure to gain his grateful attention and create good-will for our product.

"The second idea is to create a sense of obligation in the mind of the consumer, to make him feel that he ought in all justice to give McKinney hinges the first chance in his new home.

"And the third motive in supplying these plans is to help our dealers by impressing consumers with the thought that they should order hardware early. In building, the consumer is very apt to put off buying his hardware until the last moment, and then he finds that his money has gone faster than he thought it would. The result is that he then tries to economize on hardware. So these little plans of

ours are intended to impress the home builder early in the game with the thought that he should order his hinges and hardware at the blueprint stage."

How well these three points have been put across is indicated by results during the past two years. Interest has been shown in them not only by individuals but by architects, schools and associations of various kinds. One architect re-traced them in quantity and asked permission to distribute these copies, with credit to the company. Junior high schools write for them in batches up to a hundred. In all cases they are sent out free of charge.

That they create a sense of obligation, which the company believes to be more potent than any amount of reasons why McKinney hinges should be used in the new home, was proved by the very first letter to come in from the recipient of a set of the Forethought Plans. This letter said:

"Certainly the least one could do in payment for your courtesy would be to ask to see your hinges."

The suggestion to order hardware early is held in two lines: "McKinney furnishes these little plans in a spirit of helpfulness—in the same spirit McKinney urges you to buy your hardware early." But the main force of the buy early thought is in putting the plans into the hands of the consumer at the moment when he is busily engaged in laying out his house and ordering what he needs.

It is interesting that this set of three layouts mentions McKinney only secondarily. After first telling how the plans will help the house builder in arranging many details that he otherwise might overlook, the company in one paragraph says:

"McKinney will feel amply repaid if, when you visit your builders' hardware man, you ask to see McKinney hinges." That is the only reference to the product.

These plans have been distributed, in addition to their use in answering consumer inquiries,

chiefly through builders' hardware men, to assist these dealers in selling the McKinney line. A test campaign now is being conducted on architects, and it is probable that the Forethought Plans also will be carried to the consumer through this channel.

## "Printers' Ink," an Institution

THE NATIONAL PROCESS COMPANY  
BOSTON

*Editor of PRINTERS' INK:*

I have been a reader of *PRINTERS' INK* since way back in 1891, when I used to peruse it as a high school boy in the library of the Y. M. C. A. at Kewanee, Ill., and later as advertising manager of the West Tube Company, National Tube Company, and the Walworth Company. I think your records will show a continuous subscription, in my name in care of the above mentioned companies. You can see, therefore, that any week would not be quite complete without the regular visit of *PRINTERS' INK*.

Incidentally, may I throw a few bouquets at your research service. From time to time I have had occasion to write you for information on advertising appropriations, dealer helps and other problems, and in uniform courtesy a meaty supply has been the revelation. I am afraid I did not always acknowledge this in each case but will you take this as blank acknowledgment of *PRINTERS' INK*?

It has ceased as a periodical.

It is now an institution.

Long life to you.

L. F. HAMILTON,  
Manager of Boston Office.

## J. S. Kent Heads M. A. Packard Shoe Company

John S. Kent has been elected president of the M. A. Packard Shoe Company, Brockton, Mass., succeeding the late Oliver M. Fisher. Alfred T. Kent is now vice-president and John S. Kent, Jr., is treasurer.

## G. L. Briggs, Vice-President, Wilkening Company

George L. Briggs, formerly sales manager, has been made vice-president in charge of sales of the Wilkening Manufacturing Company, Philadelphia. Pedrick piston rings. He has been with this company since 1922.

## With Jam Handy Picture Service

H. J. Loch has been appointed service representative of the Jam Handy Picture Service, Chicago. With headquarters at Boston, he will have charge of clients' field service throughout the New England States.

# 70,000

## NET PAID

# CIRCULATION

## In The

# Billion Dollar Market

## For Only

# 16c Per Line

Mr. Spacebuyer, Count them on one hand! How many buys like this can you make? The Tulsa World "Oklahoma's Greatest Newspaper," published Morning, Evening, and Sunday, guarantees you a Net Paid Circulation of 70,000 or more for only 16¢ per line, and is the only newspaper than can give a thorough and complete coverage of the rich Magic Empire, the wealthiest unit of the Billion Dollar Market of Oklahoma.

# TULSA WORLD

## Nearly Everyone in Eastern Oklahoma Reads THE TULSA WORLD

# Straight Talk

## *On Business Paper Advertising*

*I*N these United States are a number of should-be business paper advertisers who base decisions not to use "trade papers" on facts that held good in 1905 and thereabouts. They realize that times have changed in production and distribution but they do not realize that business paper editorial methods also have changed radically from what they were 20 years ago.

Some will tell you flatly that "business papers aren't read—why I've seen piles of a dozen or more still in their original wrappers!" Others will assert "there's nothing in 'em worth reading—just a scissors-and-paste rehash of old stuff." Pin them down as to their own reading habits and you'll hear—"Oh, yes, I read the \* \* \* \* \*, but that's different—I have to read that to keep in touch with things!"

*Right there is the nub of the whole situation.*

Very nearly every man who has the power to make the final decision whether or not money is to be spent by his company looks to one business paper as a necessity in his work. The job of a business paper publisher is to make his particular paper the necessity to the largest number of executives in his particular field. How *National Petroleum News* goes about that task is told on the next page. The proof that it has succeeded is told there, too.

MEMBER  
A.B.C., A.B.P.

# NATIONAL

# PO

**T**HE OIL INDUSTRY is a rapid-fire industry. Developments of nationwide importance come to pass almost over-night. The whole industry—producing, refining and marketing—is like Siamese triplets, so closely dependent is each upon the other two.

**E**DITORIAL vigilance is the price that must be paid for reader-interest. Editors must travel the oil fields of 17 states, visit refineries and distributing centers and keep in continual, intimate touch with the central offices of the major companies, alert to every development, ready to get exact facts and wire them in for immediate publication.

**F**OR these purposes National Petroleum News maintains one of the largest editorial staffs among business papers. Offices are maintained at five key-points

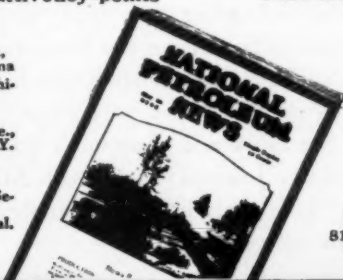
from coast to coast. The individual editors are not only able writers—they are oil-men of seasoned experience and ability. They *know* oil.

**T**HE result is that National Petroleum News has the largest paid circulation ever achieved in oil publishing—every subscription fully paid in advance. It prints the largest dollar-volume of advertising ever carried by an oil paper. It is the recognized and admitted weekly necessity to thousands of decisive executives—men who control checkbooks and purchases.

**I**T is read closely, studiously and *consistently* by those men because it has established itself beyond all question as

*First in  
Reader-Interest*

*Edited from*  
904 World Bldg.,  
Tulsa, Oklahoma  
360 North Michigan Ave.,  
Chicago, Ill.  
342 Madison Ave.,  
New York, N. Y.  
608 West Bldg.,  
Houston, Tex.  
628 Petroleum Securities Bldg.,  
Los Angeles, Cal.



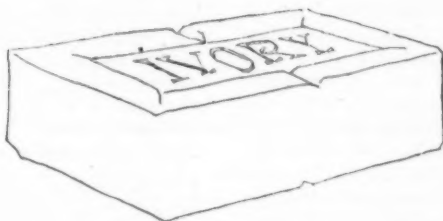
*Published from*  
812 Huron Road,  
Cleveland

# POLEUM NEWS

*We want Mr. Ralph F. Rogan, advertising director of Procter & Gamble, to read this page.*

## *Speaking of Ivory Soap, Mr. Rogan:*

We asked 30,000 Comfort subscribers what kind of soaps and cleansers they used. 15.18% said Ivory · 12.16% Fels-Naptha · 10.91% 20-Mule Team · 5.65% Home-made · 3.13% P & G · 3.29% Octagon · 4.65% Fairy · 1.55% Crystal White · 16.58% Old Dutch · 11.22% Lux · 2.42% Fab · 1.74% Rinso · 11.54% miscellaneous distributed over 22 brands which include Ivory Soap Flakes.



Ivory Soap is sold by all dealers. But only 15.18% of the million subscribers to Comfort use Ivory. Which leaves nearly a million possible new Ivory homes in the Comfort family circle. That's a market, Mr. Rogan.

Can Comfort subscribers buy Ivory Soap? We think so. Seventy-eight per cent own the farms on which they live—and the average size of their farms is 198 acres.

Are they covered by Ivory Soap advertising in other publications? We think not. Comfort's duplication with The Ladies' Home Journal is 3.13, with McCall's 5.56.

There are many more interesting angles in the story Comfort has to tell you.

### **COMFORT—AUGUSTA, MAINE**

THE KEY TO HAPPINESS AND SUCCESS IN OVER A MILLION FARM HOMES

NEW YORK—250 PARK AVENUE

CHICAGO—1635 MARQUETTE BUILDING

LAST FORMS CLOSE 28th OF SECOND MONTH PRECEDING DATE OF ISSUE



# Advertising's Part in Aviation's Future

There Are All Sorts of Advertising Opportunities in the Development of Commercial Aeronautics

By James True

ALREADY, advertising executives and others are sending inquiries regarding the development of commercial aeronautics to the Department of Commerce, although the aeronautics branch has been in operation but a short time. The replies show that the new organization has begun with a flying start, and is already proving to the industry, the public and the Government that commercial aeronautics has a real opportunity to establish itself as a valuable economic factor. And it is already apparent that advertising must play an important part in this development.

The aeronautics branch of the Department of Commerce has been organized and is now operating under the direction of William P. MacCracken, Jr., who was an army air pilot during the war, and who has been a lawyer for some years. But all inquiries are answered by the information division, of which Ernest L. Jones is chief, and it was Mr. Jones who explained to PRINTERS' INK that there are three phases of aeronautics advertising which are particularly interesting at this time.

He said that the branch had a number of men in the field already for the purpose of making an investigation to determine the best means for selling aeronautics to business. This investigation has been under way only a short time; nevertheless, certain facts have been disclosed which indicate a far more rapid development than had been anticipated.

"It has been roughly estimated," Mr. Jones continued, "that there are about 1,000 machines now in daily flight in this country. If the estimate is correct, we have reason to believe that there will be 5,000 machines in the air every day by this time next year.

"Our present development is nothing to be ashamed of. Last year all of the French routes flew about 3,000,000 miles. This includes all of the machines of eleven lines. Scheduled flights in the United States for this year will total about 6,000,000 miles, and I believe the estimate is low for the simple reason that new lines are being organized.

"The development of the industry first demands the manufacture of airplanes. The manufacturing industry has long had its trade literature. Planes and engines as well as parts are being advertised within the industry. But a more important application of advertising is in the field of passenger and freight service.

"We have heard a good deal of talk about how much more slowly commercial operations have developed in this country than they have in Europe. But we must remember that the development in Europe has received active Government support largely for military and political reasons. There, custom barriers, water gaps and poor railroad service in parts of Europe have made air travel inviting.

## SPEED IS THE THING HERE

"Few of these encouraging factors are found in this country. Here, air service, to justify itself, must depend on speed, and it is in competition with highly organized railroad systems. There has been little demand for passenger service, even with the advantage of speed, because the majority of people have not been sold on the air craft. Perhaps, also, many are afraid to ride in airplanes.

"Prior to the world war, the airplane had a very limited field as a means of transportation. It was looked upon, by the public, mainly as a curiosity, and aviators

were considered either as heroes or reckless fellows who risked their lives on every flight. When the World War came on, the airplane was given a great deal of spectacular publicity as a weapon of war. It came to be associated with death and destruction, and there is no doubt that the unfavorable impressions produced before and during the war are responsible for the prejudice shown by many people against airplane travel.

"The commercial airplane of today is vastly superior to any plane used during the war. The great reduction in accidents has largely dispelled popular fears and prejudices. The designers and manufacturers of airplanes have developed their science to an extent that justifies the expectation of reliable transportation by means of regularly operated passenger airplanes.

"The first experimental air mail route was inaugurated in 1918; but it was not until July 1, 1924, that the first transcontinental air mail schedule was put into operation. Now, we have air mail routes crossing the country in two directions, with a number of side routes, and after eight years of experimenting with airplane mail service, the Post Office Department is doing everything it can to turn over the routes to commercial operators. It is well established that the air mail contractors must develop passenger and freight service if they are to operate their planes at a profit.

"That advertising can be of immense value in developing this transportation has been proved in at least one important instance. The Philadelphia Rapid Transit Company inaugurated the first commercial airplane service in America for the transporting of passengers and operating on regular daily schedules. This service was established between Philadelphia and Washington on July 6, last, as contract air mail route No. 13. At first, one round trip daily was made with an eight-passenger plane; but on July 20, the operation was increased to two round trips daily, and on September 13, passenger service was extended to Norfolk, Va., operating one

trip daily, while the Washington and Philadelphia service was increased to three round trips daily.

"It is both important and significant, I think, that this service was rather liberally advertised in Washington and Philadelphia newspapers from the start. As a result, the service has been in active demand, and capacity loads have been carried every day. No mechanical difficulties have been encountered, and only two scheduled trips have been cancelled, and these because of fog. At all times, since the inception of the service, there has been a waiting list of reservations made from one to several days in advance and amounting to from 200 to 500 trips.

"This experience certainly shows that any dependable performance by a responsible company in meeting the requirements of the public for commercial air transportation will meet with success. The remaining prejudice and fear of the public can be melted away with the right kind of advertising, and I believe that, as passenger services are started in various parts of the country, advertising will be called upon to perform this important function in innumerable instances. In fact, I do not see how the passenger business can be rapidly developed without advertising, and everything indicates that it is time for the specialists in the advertising field to begin a careful study of this new requirement."

#### AN INTERESTING REPORT

Mr. Jones then referred to a report recently made by one of the investigators in the field. This report contains a great many separate items most of which indicate by their description that they will require advertising to make their application to commercial aeronautics promptly effective. Among the most interesting is the statement that a company is now making arrangements for a New York-Chicago express service over the Government airway. In regard to this, the report continues:

"An air express line could accept packages at its office in New York up to 6 p. m., under the guaranteed delivery anywhere in



## *Successful* ALUMNI

**J**UST as a college prides itself on the achievements of its graduates, so do we take genuine pride in the success of men who were "formerly with Williams & Cunnyingham."

In every business, room at the top is limited. During the 27 years of this agency's existence it is natural that good men should come — and go.

Many of these "good men" who now head or are important factors in other big organizations admit that their experience here has contributed in no small measure to their success.

### Williams & Cunnyingham

*Whose business is the study and  
execution of good advertising*

6 N. Michigan Ave.  
Chicago

Franklin Trust Bldg.  
Philadelphia

the business section of Chicago before 8 a.m. on the following day. Using a fast passenger train, the express company would be at least twenty-four hours or more behind this time. The mere statement of time in hours, however, does not bring out the really important point; measured in business days, the New York-Chicago trip takes no time by air as against a day or two by express. This would justify the extra fare from the shipper's viewpoint for certain classes of express. Time is vital in the case of bank clearances, motion picture films, newspaper news matter, and many other items such as repair parts for machinery which may be urgently needed."

Just a few of the advantages to advertising that will result in the development of a service of the kind between all important cities were pointed out by Mr. Jones. Not only is the service itself susceptible to advertising, but it will encourage the advertising of many items. For instance, a dealer in Chicago may order only two or three dresses or other fashion articles, and advertise them liberally. He may sell from samples, wiring his orders to New York every afternoon, and receiving the goods the next morning for delivery to his customers. In this way, small dealers may be encouraged to handle and advertise goods which they could not afford to stock in quantity, and there is no doubt that commercial aeronautics will tend to develop business of the kind.

The delivery of goods by air express to regions that are now not readily accessible is another advantage emphasized by the report. An air express service between San Francisco and Seattle has recently been inaugurated. The difficulties of the long mountainous route between these cities make railroad traffic slow. The plane service will cover the trip of 770 miles in six hours, with eight hours promised between collection and delivery by swift automobiles which will carry the express to and from the flying fields. This is only one-fourth the time required by present railroad express

service, and represents a saving of twenty-four hours in delivery.

Aerial photography is another product of commercial aeronautics, the importance of which is emphasized by the report. While a number of private companies are firmly entrenched in the field, there is no doubt that advertising would create a demand which would rapidly develop this new and comparatively little-known service. During 1925, there was a worth-while demand for aerial photography from cities and counties for a basis of tax re-assessments, and now the more progressive appraisal companies demand aerial photographic maps as a basis for all of their work. The report states that one township secured complete information and made its re-appraisals in fourteen months with the aid of photographic maps, compared with four years required by a ground working force to cover the same area. The aerial re-appraisal cost the township \$22,000, as against \$80,000 for the old method.

#### AERIAL MAPS IN REAL ESTATE DEVELOPMENT

The report also mentions that aerial maps have become valuable in real estate development, in subdivision work, in surveying, and in planning engineering construction. In regard to one development, it mentions a series of maps of a large real estate project, and states:

"These maps were produced in a fraction of the time which would have been required by ground methods, and they were not only of assistance to the engineers, but since they revealed every detail of the ground, they acted as a powerful and convincing sales argument for the company's selling organization."

Crop protection by air dusting is another established service which is mentioned by the report as affording room for perhaps the greatest expansion in the industrial use of aircraft. "During 1922, the United States Army Air Service furnished planes and pilots for experiments conducted at Talulah, La., by the Department of Agriculture, to determine the

**Results**  
*brought a*  
*gain of*  
**180,306**  
*lines over 1925*

**National Lineage—**

**First 11 Months 1926.....1,362,480**

**First 11 Months 1925.....1,182,174**

**Cut Sales Cost in Half  
 With One-Paper Coverage!**

Year in and year out The Daily Pantagraph has been chosen by national advertisers to create sales in Central Illinois.

With over 19,000 paid subscribers in 72 cities and towns in the richest spot in Illinois, and a reader confidence gained by 80 years of fair dealing, the Pantagraph has proved equal to the task of producing volume return at minimum cost.

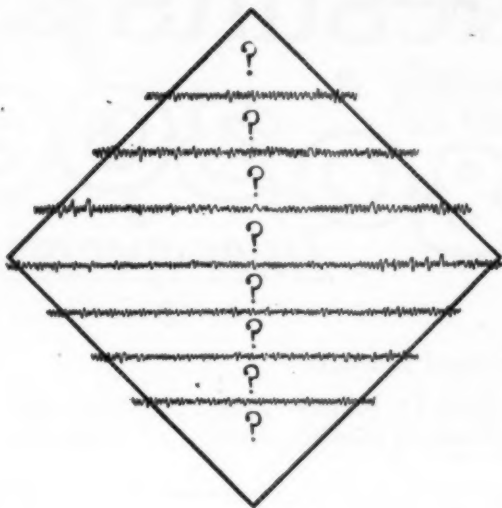
**The Daily Pantagraph.**

Published Every Morning Except Sunday at Bloomington, Ill.

**REPRESENTATIVES—**

CHAS. H. EDDY CO., 247 Park Ave., New York City; 294 Washington St., Boston. J. H. GRIFFIN, Room 1501, 140 S. Dearborn St., Chicago. P. A. FOLSOM, Chemical Bldg., St. Louis, Mo.

Member A. B. C., A. N. P. A., Associated Press.



## The Stratums of the New York Evening Newspapers

**D**IFFERENT stratums of population make up the New York Market. These stratums have different standards of living.

Different newspapers appeal to these different stratums of population.

These statements must be facts, since each newspaper makes a different kind of news appeal and has a different kind of advertising responsiveness in relation to its contemporaries.

Therefore, with the top of the chart on the opposite page representing the highest living standard and the bottom of the chart the lowest, in what position would you place the New York evening newspapers on this chart, in accordance with the stratum of population to which each appeals and in relation to one another?

Every advertiser will agree that such a placement, made accurately, based upon *facts*, would furnish a very valuable guide to the potentials of the New York Market and how they may best be developed.

We\* have prepared just such a guide, on just such a basis, and we suggest that you fill in the chart and then send for "Facts and Figures" and see how your chart compares with ours.

\*Advertising men of wide experience who know how to buy space and upon what basis to predicate the true value of that space.

"Facts and Figures" is the title of a portfolio (new and entirely revised edition) which presents the facts about The New York Telegram, as it is today, and also certain important and hitherto undisclosed phases of the New York evening newspaper situation and the New York Market.

... of interest and value to all advertising executives, to whom a copy will be sent upon written request.

# The New York Telegram

Advertising Director

IRVING R. PARSONS, TELEGRAM SQUARE, NEW YORK CITY  
Phone: Cortlandt 8000

National Advertising Representative

DAN. A. CARROLL, 110 EAST 42nd STREET, NEW YORK CITY  
Phone: Ashland 8690

Copyright, 1926, by The New York Telegram

feasibility of utilizing the airplane as a means of applying calcium arsenate to eliminate boll weevils from cotton. Prior to 1922, cotton planters were losing \$200,000,000 a year from boll weevils, and there were about 400,000,000 acres of cotton so infected. The experiments continued throughout 1923 and 1924, with the result that commercial aviation companies are now using specially designed planes for dusting, not only cotton, but peach trees, pecan groves, cranberry bogs, pineapple fields and sugar cane against the depredation of insect pests, and the plan has also been successfully used in fighting the mosquito nuisance.

It should be remembered that this information is the result of an investigation that is only in its first stages. Mr. Jones was careful to point out that as the inquiry progresses, a great many facts will be brought out that will have special interest from an advertising viewpoint.

"We must realize," he said in conclusion, "that we are considering not only a new industry, but one with unlimited potential advantages. Although it has its romantic aspect and appeals strongly to the imagination, and has received much attention from newspaper and magazine writers for that reason, it has been demonstrated, I think, that the industry cannot rely on free publicity for its development. Both directly and indirectly, it demands advertising for a prompt and profitable recognition of the value of its service. Hence, I believe, the creators of advertising, the specialists in merchandising, and practical business economists can find no more interesting or profitable field for their activities. And as time goes on we hope to furnish them with accurate and basic information which will assist them in building up and developing the industry of aeronautics."

#### Appoints Corman Agency

The Standard Drug Products Company, Inc., Cincinnati, has appointed The Corman Company, New York advertising agency, to direct the advertising of Dillingham's Plant Juice.

### "Bear for Wear" Part of a Registered Trade-Mark

GILLETTE RUBBER COMPANY  
EAU CLAIRE, WIS.

#### Editor of PRINTERS' INK:

Our attention has been called to the reference made to our Bear for Wear slogan on page 167 of your December 2 issue.

We very much appreciate the information you have given your inquirer with reference to our use of this trade slogan and it has occurred to us that as a matter of information your clearing house of advertised phrases might be interested in the specific information that this slogan is incorporated as a part of our trade-mark, copyrighted in May of 1920 and continuously in use since January 1, 1918.

We note that the Daniel Wagner & Sons Company report having used this slogan for some years. In view of our adoption of the slogan and its copyright date we should be disposed to say that we have pre-empted its use by Cowden or others who might be disposed to offer to adopt it.

GILLETTE RUBBER COMPANY.

### MacManus Opens Pacific Coast Offices

Three new offices have been opened on the Pacific Coast by MacManus, Incorporated, Detroit advertising agency. These are located at Los Angeles, Portland and San Francisco, which will be the headquarters office of George Haig, who has been appointed Pacific Coast manager.

At one time Mr. Haig was advertising manager of the National Cash Register Company, Dayton, Ohio, and, for two years, he was with the California Prune and Apricot Growers Association San Jose, in a similar capacity. More recently he has been advertising manager of the Buick interests on the West Coast.

### Will Represent "How To Sell"

*How to Sell*, Mount Morris, Ill., will be represented in the Middle-West by Young & Ward, publishers' representatives, Chicago, beginning with the February issue.

The firm of Jones and Rosenthal, publishers' representatives, which formerly represented *How to Sell* in the Middle-West, has been dissolved. Herbert Jones has become advertising manager of *Salesology*, Chicago. B. A. Rosenthal will represent the *Independent Agent and Salesman*, Cincinnati, in the Middle-West.

### F. R. Schwengel Joins Carroll Dean Murphy

Frank R. Schwengel, formerly with Lord & Thomas and Logan, Chicago, has joined the staff of Carroll Dean Murphy, Inc., advertising agency of that city, as vice-president.



# The 1927 Brand of Salesmanship

"Be Ready to Jump"—A Slogan for 1927 Salesmen and Their Bosses

By B. Houser

Vice-President and General Sales Manager, The Troy Sunshade Company

WE are all going to have to jump in 1927. This applies to salesmen, sales managers and the people who pay all their salaries. There is no doubt that we are coming into a period of harder and more intense competition and many a jelly fish is going to have to change himself into a leaping tuna if he wants to stay on the pay-roll. The gray spats, the friendly cigar, the leisurely method of selling, will have to be displaced by facts based upon research, facts which are going to help the merchant move the goods. Long, lean men who can jump, men with ideas, those are the people who are going to bring home the bacon in 1927.

Back in the sodden eighties I was a little boy whose uncle was a "drummer." Once he took me with him on a three weeks' selling trip. I remember how fat and jolly he was, and I was amazed by the way he passed out cigars. His visits to his customers made them very happy, and somewhere during the fun he would find out whether they had any orders to place that day for his particular kind of goods, which were apparently very uninteresting goods to talk about. The customer would either say "yes" or "no," and then we'd go along to the next place.

I haven't seen a jolly fat salesman for many years. Most of them look serious and skinny. Some of them don't seem to want to waste the time to laugh even if the buyer fellow tries to be funny. I believe the salesmen of 1927 will actually try to do acrobatics in their mental gymnasiums! And I defy anybody to fail to be impressed by an earnest, intelligent human being skillfully arranging ideas before him.

Jobbers and retail merchants who think there are too many salesmen in the world, too many

people coming in to take up precious time while they try to sell some goods over the counter, are never going to object to young men, up on their toes, with ideas to help them move more merchandise. And salesmen's bosses, too, are going to have to sit down in 1927 to think out better things to write than pep letters. "Reach your quota or bust, sell some more goods and get a gold plated fountain pen, a trip to Atlantic City or watch fob," are not going to be the hot stuff next year.

I think that the rewards of 1927 are going to come to the man who has his eye on what the public wants and isn't afraid to jump from an old idea to a new one if it promises to give him better support.

Bosses who are only once-a-week golfers and are mainly trying to succeed in their business, have their own particular ideas on how they expect to build business. They know that Henry Ford's ideas would be priceless information to them if they were in the cheap automobile business, and they know that Judge Gary's ideas would be an unfailing light if they were in the steel business. But suppose a poor boss is making some fabricated thing that has to be changed every few months to keep the people of America noticing him. Henry's Five-Day-Week Emulsion doesn't help that disease at all! Neither do kindly Doctor Gary's Panaceas.

So what can he do? He just does his darnedest, that's all. And a fellow who is earnestly doing his darnedest every moment is a remarkable guy, after all.

In most businesses, changing fads and fancies are regarded as a disease. But suppose that you biles, newsbags for news boys, plain which in forty-one years had prospered on the manufacture of ad-

justable sunshades, fringed canopy tops for carriages, duck aprons for carpenters and grocers' clerks, tool kits for automobiles, fly nets for horses, windshields for automobiles, newsbags for news boys, plain and advertising wagon umbrellas for drays, bashful garters for the upholstered ladies of 1898, covers for typewriters and adding machines, wooden basket holders for green-grocers, school bags for children, leather holders for automobile cranks, bags for vacuum cleaners, tents for motorists, speedometers for motor boats and automobiles, mailing bags for all who use the United States mails, automobile locks to hinder the automobile thieves, three-bow tops for brewery wagons, storm fronts for buggies, garden umbrellas and couch hammocks for those with homes to beautify, folding chairs and beach umbrellas for vacationists, and goodness knows what for and goodness knows for whom—I say, if you were one of the bosses of that kind of a business, would you be discouraged by that wise old adage of the eighties to the effect that a jack of all trades is master of none? Would you just let 'er slide and not try to keep up with the procession?

Look over that line just mentioned to see how easily it can be riddled by the fickleness of the American public! If you were one of the bosses of a plant making such a funny collection of things wouldn't you make a study of people's whims and people's fickleness?

And wouldn't you try to hire salesmen who would do a little more than look in on their customers now and then, and amid salvos of mirth and a barrage of cigars inquire whether they really still want those things? A hearty, fat old "drummer" wouldn't be much help in such a business. What we want are skinny, quick-witted, hopeful, earnest, enthusiastic, honest, resourceful, modernized, brave, human antelopes, who will leap from crag to crag in their selling activities. And Heaven help any boss, if he isn't leaping with 'em!

The 1927 salesman must criticize the efforts of the boss with helpful suggestions for betterments.

The salesman must watch keenly for rising popular enthusiasm and fads.

The salesman must think his stuff fits the present split-second perfectly.

The salesman must do every conceivable thing that a live boss would do, and do it thoroughly and without a single loose-end left wiggling in the wind.

The year 1927 is upon us. The salesman and the boss must leap together, always remembering to take at least a quick look before the leap. The salesman and his boss who listen carefully for the first sign of change upon the part of the buying public are, in my humble opinion, the right combination to get business.

### Streator, Ill., Newspapers to Combine

The Times Press Publishing Company, Streator, Ill., will combine the Streator, Ill., *Independent Times* and the *Free Press*, also of that city, effective January 1. The new paper will be called the *Times Press*.

John Fornoff will be business manager. The Allen-Klapp Company, publishers' representative, will be the advertising representative in both Eastern and Western territories.

### New Account for Churchill-Hall Agency

The Symphonic Sales Corporation, New York, manufacturer of phonograph reproducers, has appointed Churchill-Hall, Inc., New York advertising agency, to direct its advertising account.

### Miss E. Bickford with "Delineator"

Miss Elizabeth Bickford, formerly with N. W. Ayer & Son, and recently with the New York Edison Company, is now service editor of *The Delineator*, New York.

### Appoint Conger & Moody

Conger & Moody, publishers' representatives, with offices in San Francisco and Los Angeles, have been appointed to represent the Oxnard, Calif., *Tribune* and the Salem, Oreg., *Oregon Statesman*.

# Think of—— Cedar Rapids, Iowa

where, last night, nearly twelve thousand copies of your advertisement were laid on the doorstep of Cedar Rapids homes, and more than seven thousand more copies were delivered in the trading territory **if** your advertisement appeared in the one newspaper of that city which leads in circulation, local and foreign display and classified advertising, and that newspaper is

## **The Evening Gazette**

Represented by  
**ALLEN-KLAPP CO.**

**489 5th Ave.  
New York**

**Tribune Tower  
Chicago**

## No Law Violation Here

WINGET KICKERNICK COMPANY, INC.  
MINNEAPOLIS, MINN.

Editor of PRINTERS' INK:

In a sales manual which we are getting out for our salesmen and for use in discussing our distribution methods with merchandise men, we use the following phrase:

"We will refuse to sell department stores who practice predatory price cutting."

In so stating are we within the law, as interpreted by the Federal Trade Commission?

In as much as you have published a great many articles on the subject, we thought perhaps you would be able to advise us and we would like to have your opinion on the matter.

Our intention is to notify the trade in this manner that we will refuse to sell certain classes of dealers who pursue certain sales methods. We have no agreement with any dealer—a combination or conspiracy with any of them.

WINGET KICKERNICK COMPANY, INC.

E. T. WINGET,  
Vice-President.

IT is our understanding that this manufacturer is perfectly within his rights in making the statement "We will refuse to sell department stores who practice predatory price cutting." We are not, of course, expressing a legal opinion on this subject. All we can do is talk the language of the lay mind and what we know to be common sense.

There is no law in this country, that we have ever heard of, which prohibit a manufacturer or anyone else from stating as explicitly as he wants to state the terms on which he will sell his product and the person or kind of person he will sell it to. Look at it this way: Suppose John Brown owns a certain rare book and he has made up his mind that he will sell that book for \$500,000 to J. P. Morgan and to no one else and then only under specific conditions. He can proclaim all of this in an advertisement or in any manner he desires. He violates no law by so doing. This is common sense. The Winget Kickernick Company violates no law when it announces that its patented underdress will not be sold to predatory price-cutters.

We have taken this matter up with men versed in the legal aspects of this entire subject. They

tell us that it is their understanding that a manufacturer may:

- (1) Announce the terms on which he will sell.
- (2) Decline to sell to anyone who will not observe these terms.
- (3) Select his own customers.
- (4) Suggest fair resale prices.
- (5) Refuse to sell to those who do not observe suggested resale prices.
- (6) Name a wholesale price and allow wholesale prices only to wholesalers.
- (7) Name a retail price and charge a uniform price to all retailers.

Legal trouble starts in, however, when a manufacturer undertakes to enforce his terms. No manufacturer, according to our understanding of the present condition of the law, can, either singly or in concert with any other manufacturer or other organization:

- (1) Compel in any way a dealer to maintain a resale price.
- (2) Control the price of his goods after they are sold to the dealer; or
- (3) Reinstatement a dealer, after he has refused to sell him, under an agreement on the part of the dealer to observe the suggested retail price.

The two most important cases on this subject are the so-called Colgate and Beech-Nut decisions. Under the Colgate decision you may refuse to sell for any reason whatsoever, but under the Beech-Nut decision you may not employ any co-operative method in using the "Right of Refusal to Sell."

The situation is well expressed in the words of the old jingle:

Mother, may I go out to swim?  
Yes, my darling daughter;  
Hang your clothes on a hickory limb,  
But, don't go near the water.

It is plain, we hope, from what we have said that a seller may say whatever he chooses to say about his terms and conditions of sale without fear of legal hindrance. The law steps in, however, for most sellers today only when they attempt to impose certain of those conditions.—[Ed. PRINTERS' INK.]

### Automotive Account for Rochester Agency

The North East Electric Company, Rochester, N. Y., automotive and electrical equipment, has placed its advertising account with Hughes, Wolff & Company, Inc., Rochester advertising agency.

# AKRON—18½ Million

Over eighteen million dollars will be spent in 1927 for public buildings and improvements to take care of the steady growth of the Akron Market. This is the largest sum so spent since the abnormal post-war period.

For new buildings \$10,165,000 will be spent as follows:

M. O'Neil Co., Department Store.....	\$ 3,000,000
Union Depot.....	4,000,000
Summit County Schools.....	1,000,000
St. Thomas' Hospital.....	800,000
New Children's Hospital.....	500,000
City Hospital Annex.....	300,000
New Post Office.....	565,000
	<hr/>
	\$10,165,000

For public improvements \$8,365,000 will be spent as follows:

New viaduct.....	\$ 2,365,000
Sewage disposal.....	6,000,000
	<hr/>
	\$ 8,365,000

The total, \$18,530,000, does not include any of the numerous additions to Akron's tire factories or other industrial plants, which have been announced recently.

No matter what your product, the growth in the Akron Market which made these millions of dollars worth of improvements necessary, is a growth that will increase the demand for your product.

The Akron Beacon Journal has more than kept up with this growth. Its circulation increased 9,007 net paid in the past year.

The Akron Beacon Journal is far ahead of any other newspaper in completely covering the Akron Market, both in circulation and advertising. Include it in your schedules to carry your message to the market that is spending \$18,000,000 in 1927 on public buildings and improvements alone.

## AKRON BEACON JOURNAL

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

[STORY, BROOKS, and FINLEY, Representatives]  
 New York Philadelphia  
 Chicago St. Louis San Francisco Los Angeles]

1st in Ohio—8th in U. S. in advertising lineage among six-day evening newspapers

# When I was an advertising man

No one ever put an opportunity like this before me

Companies that I worked with were all well along. Comfortable fortunes had been made by stockholders before the company's advertising problems ever got to me. But when a chance came to start a good product—I grabbed it and hung on.

Began manufacturing a household product three years ago. It passed its experimental sales tests sound and clean. Today the product is well established with distribution in fourteen states. Company is sound with ratio of assets to liabilities better than three to one. No bonds. No mortgages. No preferred stock.

We are raising more capital to develop greater markets.

When my assistant saw his name along with prominent stockholders—bankers, publishers, manufacturers, and advertising men, he said: "Why don't you give the other fellows the chance you are giving me?"

"What other fellows?"

"The other fellows in the advertising and publishing field. They'll understand what we're doing. Give them a chance to get in now while the price of the stock is low, on the same terms these big wigs are buying it."

The publishers of *Printers' Ink* permit this ad to appear only after satisfying themselves by questioning prominent stockholders of the Company. You may do likewise. Facts will be put in your hands but no effort made to sell you. Read a few of these facts on the opposite page.

## Here are facts—Condensed

The business referred to on the opposite page has been established three years. It manufactures a household article of exceptional quality—the quality difference easily recognized by consumer. Well packaged. Priced for everybody. Product, trade mark, and package were made as thousands of housewives want them, after two years market tests.

The business is now a going business with sufficient distribution to make a good profit.

Market nation-wide. Product used in majority of homes. Sold every month in the year. Value of market approximately \$92,000,000 a year consumed at present, all brands.

No outstanding advertised leader among them. We plan to make our product that leader. Sales tests completed, costs established. Product distributed now in fourteen states. Outselling older brands where established nine months. Repeat business unusually high, approximately 98% of dealers re-order.

Company has paid as it has gone. Machinery, manufacturing and distribution costs all paid. No debts. No mortgages. No bonds. All common stock. Ratio of current assets to liabilities better than three to one.

Men in Company well known in manufacturing, banking, publishing and advertising fields. Men you know—you may consult them.

Company raising money for advertising and greater development of markets.

We prefer to distribute stock in small amounts rather than sell in lump to investment bankers. You buy it lower this way.

Subscriptions open in sums of \$150 to \$10,000 a person. You may investigate this opportunity in every detail.

Write for complete facts including names of men in Company. You won't be annoyed by solicitation. Address

PRESIDENT, BOX T, PRINTERS' INK

## *A Million a Month In New Construction*

THIS amazing 1926 record provides a true barometer of Youngstown's real prosperity—founded upon the rapid growth of this great steel producing district. To the manufacturer and advertiser it signifies exceptional opportunities for gaining increased distribution.

## *The Vindicator Reaches These Homes*

Excellent coverage in this responsive market and throughout the Mahoning Valley is offered by The VINDICATOR, Daily and Sunday. Our Merchandising Department offers personal co-operation and will gladly furnish any desired information.

*the Sunday Vindicator's new  
Rotogravure Section commands  
maximum attention value for  
national advertisers at mod-  
erate cost.*

**The Youngstown Vindicator**  
*Daily and Sunday*  
**Youngstown, Ohio.**

LA COSTE & MAXWELL, Representatives  
Marquette Bldg., 45 West 34th St.,  
Chicago, Ill. New York City



# A Plague on Service!

A Salesman and a Retailer Claim That Service Is Becoming a Nuisance

By Humphrey D. Howell

WHEN I went into the Big Swede's grocery store this afternoon I was attracted by his new and industrious assistant. He darted here and there, pulled down glass jars, filled them with shelled nuts of various kinds and placed them in advantageous positions on the shelves.

The telephone rang. The Big Swede—a pet name among his trade—made no move to answer it. But the stranger dashed to the desk, grabbed paper and pencil, and answered in cheerful, businesslike tones. He began writing down an order. From his clever tongue rolled suggestions that made the order grow. "One-half pound sliced cooked ham," he repeated. "You want mustard, too, I suppose? . . . All right, I'll put that down." And so on.

When he finished the order he wiped his brow and placed the order on the file. "Mrs. Watson wants this sent around as soon as possible," he told the Big Swede. "She says to charge it, as usual."

With that he went back to his nuts, filling the jars, jotting down the amounts, humming as he worked. Finally, I noticed that he had left a grip near the door and the name of his company was stamped on it. Outside stood a coupe on which the same name appeared. So he was a salesman, bent on helping his trade. Good service, I thought, and when my order finally was completed I loitered outside to have a chat with this unusual young man.

When he came out I hailed him. "I couldn't help noticing all the service you rendered that customer and I was wondering if you do it for everyone and if it is a paying proposition."

"Smith is my name," he grinned and we shook hands. "That sort of service does *not* pay. My customer sells more nuts because I keep his jars filled and in good position on the shelves, but the

increased sales do not pay for my time. Some days I spend an hour in his shop, doing different jobs for him and he never even thanks me. But I have a feeling that he would raise the dickens if I did not do it."

"But how did you come to start it? Didn't he ask you?"

"I don't know. Everybody is talking service these days and every salesman has some new wrinkle to offer, so it was necessary for me to do something. I started by filling one jar with shelled walnuts and put it on the front of the shelf where it could be seen. Naturally, those nuts sold faster than when they were pushed back out of sight. He told me it was a good idea, but he did not attempt to do the same thing for the almonds and the rest of my line. So I did it.

"Then when I saw he was busy one day I answered the phone. Sold some of my own line to the customer, too. Now—well, you saw for yourself. An hour gone for a sale that should have taken ten minutes. And I am getting in just as deep with other customers, too."

He started his motor and sat with one foot on the accelerator smiling mirthlessly. "Service? It's worse than smallpox! Some fool started it and now we can't stop!"

He drove away.

## DEALER DIDN'T WANT SERVICE

When I turned from the curb the Big Swede was standing in his store with Mrs. Watson's order slip in his hand. He was scratching his head. I felt a bit indignant because he did not appreciate what Smith was doing for him and being an old friend, I felt it my right to tell him so.

"Smith is a very good salesman," I opened. "He certainly is a big help to you."

The Big Swede looked at me

and then registered real anguish. "Are you kidding me?" he asked.

I shook my head. "No; he surely rendered a real service to you just now. I'll wager that is more than you get from other salesmen."

He took my arm. His manner became pleadingly confidential.

"Listen," he said. "That service stuff is the bunk. Every salesman that comes here wants to mess around my store. They want to dress my windows and rearrange my stock. They want to question my customers. They want to write ads for me. They want to—well, they want to do everything but sweep the floor and deliver orders, the only kind of service I need."

This was astounding. I told him so.

"You don't know half of it," the Big Swede explained. "Suppose I told you what to eat for dinner every day. Suppose the cigar man next door followed you around with an ash tray. Suppose your tailor wanted to cut your clothes to suit his taste. . . . Service? Phooey! I'm beginning to think everything we buy would be a lot cheaper, if we didn't have to pay the service charge!"

The Big Swede was in deadly earnest. He had given considerable thought to the subject and was eager to voice his views. Yet, I still felt praise was due Smith for answering the telephone when he was busy.

"The telephone?" he grinned ruefully. "That Watson woman owes me more than plenty right now. I was waiting for her to call again so I could have a good excuse to ask her for some money, but Smith, with his darned service, spoiled it for me."

He held up her order sheet. "See all that stuff? If I don't fill it she will be sore and never pay me. Now, I've got to wait until she phones again to ask her for part of what she owes me."

That finished the argument for me. I started for the door, pretty well convinced that too much ser-

vice may be a fault. The Big Swede followed me right to the door.

"Service?" he asked again and answered himself: "Service in my business just now is another word for 'nuisance.' I don't want it!"

Would it not be a good idea for all the Smiths and Big Swedes to get together and check the growth of this costly nonsense?

### Gill Manufacturing Company Appoints F. A. Miller

The Gill Manufacturing Company, Chicago, piston rings, has appointed F. A. Miller vice-president and director of sales and advertising, effective January 1. He has been identified for several years with the Chilton Class Journal Company, Philadelphia, in merchandising capacities and was at one time advertising manager of the Stromberg Motor Devices Company, Chicago.

The Gill company is contemplating a sales expansion plan for 1927 which will include business-paper and direct-mail advertising as well as merchandising helps for wholesalers and retailers.

### F. L. Faurote, Officer, Atlantic Broadcasting Corporation

Fay Leone Faurote, for a number of years engaged in advertising work, has been made vice-president and general manager of the Atlantic Broadcasting Corporation, recently formed at New York to operate station WABC.

Mr. Faurote has been advertising manager of several automobile companies; manager of the Detroit office of an advertising agency; and director of education and sales promotion for the Curtiss Aeroplane Motor Corporation.

### Organize Advertising and Sales Council at Asheville

The Asheville, N. C., Chamber of Commerce has organized an advertising and sales council which will assist the chamber in conducting its general community advertising campaign. The council will also promote co-operative campaigns among various local businesses. G. O. Shepherd is chairman of the council; W. H. Davis is vice-chairman; J. F. O'Crowley, secretary, and D. Hilden Ramey, treasurer.

### H. B. Williams, Sales Manager, Art Gravure Corporation

Henry B. Williams has been appointed sales manager of the Art Gravure Corporation, New York. He recently was engaged in the real estate business in Florida and at one time was advertising manager of PRINTERS' INK.

## Why advertising agents file **Printers' Ink** for reference work

**I**N present-day advertising and merchandising, the experiences of others are considered before campaigns and sales plans are put into effect. The advertising agent, like the lawyer, uses the "case method" of referring back to see what has gone on before.

Advertising agencies are maintaining permanent files of **PRINTERS' INK** and **PRINTERS' INK MONTHLY**. They do this so that the experiences of manufacturers and other business organizations in advertising and sales methods can be studied over a period of years past. **PRINTERS' INK** furnishes to agents, just as it does to manufacturers, lists of references to articles on any marketing or advertising problem. It is this service that makes a file of **PRINTERS' INK** of permanent use.

Here are excerpts from communications received from advertising agencies which show how **PRINTERS' INK** is being filed for reference use.

### **Barton, Durstine & Osborn, Inc.**

"**PRINTERS' INK** is the only magazine which we bind and keep on file in our library. We have copies of the Weekly from 1914 to date. Our bound volumes of the Monthly are complete from the very beginning."

### **Calkins & Holden**

"We have bound volumes of **PRINTERS' INK** covering twenty-five years. I have always regretted that I gave away an original set of **PRINTERS' INK** reaching back to 1894 when I came East. However, the bound copies we have cover the best period that **PRINTERS' INK** affords, and these volumes are the most valued part of our business library."

### **N. W. Ayer & Son**

"We have one of the most complete files of **PRINTERS' INK** in existence, we believe, dating from 1890. At the end of each year we have our volumes bound for placing upon our Library shelf."

### **D'Arcy Advertising Company**

"Our issues of **PRINTERS' INK MONTHLY** have not been bound, but we have a fairly complete file of them from Volume 1, No. 1—December, 1919, to date. Our **PRINTERS' INK** is bound from January, 1906, to date, and the only incomplete volumes are those for 1908, 1909, 1910 and 1911."

### **Chappelow Advertising Company**

"Our file of **PRINTERS' INK** Weekly consists of bound volumes from January, 1917, to date. Our copies of **PRINTERS' INK MONTHLY** are not bound. The file dates from December, 1922, to the current issue."

### **Ruthrauff & Ryan, Inc.**

"We have a complete set of **PRINTERS' INK** Weekly on file as far back as 1923, and we also have some issues of 1922, 1921 and 1920. We also have a complete file of **PRINTERS' INK MONTHLY** from June, 1925, to date."

## *Why advertising agents file Printers' Ink for reference work*

### **Reimers & Osborn, Inc.**

"We have a bound file of PRINTERS' INK, maybe about 99 per cent complete, from November, 1920, for the Weekly and a comparatively complete unbound file of the Monthly."

### **Wm. H. Rankin Company**

"We keep a library of bound volumes of PRINTERS' INK Weekly back as far as 1912 which we continually use as reference. We find this reference library of PRINTERS' INK of inestimable value and help in our work. We could not run our business without our PRINTERS' INK Library."

### **The H. K. McCann Company (San Francisco)**

"Our files of PRINTERS' INK on our library shelves date back to 1920."

### **Federal Advertising Agency, Inc.**

"We keep every issue of PRINTERS' INK and PRINTERS' INK MONTHLY in orderly file. We have the bound volumes for PRINTERS' INK running back twenty-five years or more. PRINTERS' INK MONTHLY is kept loose and runs back to the first issue."

### **Wales Advertising Company**

"We have bound volumes of PRINTERS' INK Weekly for the last six years. We had loose copies dating back as far as 1918 which we disposed of only a few weeks ago. These were all clipped numbers, as we very often use the articles appearing in PRINTERS' INK, for reference."

### **The Manternach Company**

"Our files of PRINTERS' INK Weekly go back to 1916 and PRINTERS' INK MONTHLY to January, 1925."

### **J. Walter Thompson Company (Boston)**

"PRINTERS' INK we keep in a cabinet by dates and our earliest copy is August 2, 1923."

### **Larchar-Horton Company**

"We have bound copies of PRINTERS' INK extending back to January, 1921, and bound copies of PRINTERS' INK MONTHLY extending back to January, 1924."

### **The Erickson Company**

"We have on file in this library copies of the PRINTERS' INK Weekly in bound volumes as far back as January 4, 1912, and the PRINTERS' INK MONTHLY from July, 1924, up to the last issue."

### **The Blackman Company**

"We have on hand in the office for reference work bound copies of PRINTERS' INK from January, 1915, to date. Loose file copies of PRINTERS' INK MONTHLY for the following years, 1920 to date."

### **The H. K. McCann Company (New York)**

"We have bound copies of PRINTERS' INK Weekly as far back as 1914, but do not have files for the Monthly except for the current year."

### **George Batten Company, Inc.**

"We have the following on file in our office: PRINTERS' INK from 1912 to date, bound volumes and PRINTERS' INK MONTHLY file goes back for one year only."

### **Mitchell-Faust Advertising Company**

"We have a fairly complete file of PRINTERS' INK for 1925 and recently purchased bound volumes of PRINTERS' INK and PRINTERS' INK MONTHLY for 1926."

### **Brooke, Smith & French, Inc.**

"Both PRINTERS' INK Weekly and PRINTERS' INK MONTHLY are bound and kept in our library. Our file of the Weekly goes back to April 1, 1915, and the Monthly to February, 1920."

### **Frank Seaman, Inc.**

"We have PRINTERS' INK Weekly bound from July 5, 1893, to date almost complete."

### **Hancock Payne Advertising Organization**

"We, of course, keep a file of PRINTERS' INK which we find invaluable. So valuable, indeed, that the integrity of many of the copies or of the file is not preserved, the members of our organization clipping such articles as may be of value to them. Nor would we have it otherwise. The value of PRINTERS' INK to us consists of its use."

## *Why advertising agents file Printers' Ink for reference work*

### **Henri, Hurst & McDonald**

"Our file of the Weekly publication dates back about 2½ years, although there are about ten copies in each year that are missing from our files. The PRINTERS' INK MONTHLY files go back about one year with several of these missing. However, several of the members of the Research Department keep their own files of these publications at their homes and have them ready for instant reference."

### **Charles W. Hoyt Company, Inc.**

"We have on file the PRINTERS' INK Weekly bound and dating from 1910 on. PRINTERS' INK MONTHLY we have on file for the last four years, but these are kept loose, not bound."

### **American Association of Advertising Agencies**

"Our files of PRINTERS' INK Weekly go back to December, 1918. We are not keeping the Monthly file back further than two years."

### **Campbell-Ewald Company**

"Our files of PRINTERS' INK Weekly, from January, 1918, to date, are kept in binders. PRINTERS' INK MONTHLY begins with January, 1921, bound."

### **Albert Frank & Company**

"We have PRINTERS' INK in quarterly bound volumes back through 1916. We have the Monthly, loose, continuously on file for the previous eighteen months."

### **J. Walter Thompson Company (New York)**

"We have in our library PRINTERS' INK Weekly bound volumes from 1909 through 1926 to date, and PRINTERS' INK MONTHLY from 1920 through 1926. The Weekly is bound every month and the Monthly every six months."

### **Barrows, Richardson & Alley**

"We have heretofore been keeping files of PRINTERS' INK for four to five years, but have found that frequently an issue disappears or is mutilated and we therefore subscribe to your bound volume service."

### **Frank Presbrey Company**

"PRINTERS' INK from Vol. No. 1, bound, in our library."

### **The Eugene McGuckin Company**

"Copies of PRINTERS' INK and PRINTERS' INK MONTHLY are kept on file in this office for about one year back. No attempt has ever been made to keep a complete bound file of these publications in this office for the simple reason that a complete file dating back as early as 1919 is available at the Municipal Library in this city. However, we have so frequently found PRINTERS' INK stories and articles of such help to us in the solving of advertising and merchandising problems that we know we would have been forced to maintain a complete file of our own, if such a service were not available at our Municipal Library."

### **Mac Martin Advertising Agency, Inc.**

"We have PRINTERS' INK in bound volumes back to 1903 and PRINTERS' INK MONTHLY since the beginning."

### **J. Walter Thompson Company (Chicago)**

"We have bound volumes of PRINTERS' INK MONTHLY beginning with the October, 1920, issue and bound volumes of the Weekly beginning with the first issue of 1914."

### **Joseph Richards Company, Inc.**

"We have bound volumes of PRINTERS' INK Weekly dating back to January, 1920, and bound volumes of PRINTERS' INK MONTHLY dating back to January, 1925."

### **F. J. Ross Company, Inc.**

"Our files of PRINTERS' INK and PRINTERS' INK MONTHLY run back a year, but our research department has bound volumes running from the issue of April 3, 1924."

### **Hawley Advertising Company, Inc.**

"We have on hand bound volumes of PRINTERS' INK for 1923, 1924, 1925 and 1926. And bound volumes of PRINTERS' INK MONTHLY for 1923, 1924, 1925 and 1926."

### **McJunkin Advertising Company**

"We keep bound volumes of PRINTERS' INK dating back to October 2, 1913, and PRINTERS' INK MONTHLY dating from May, 1923."

### *Why advertising agents file Printers' Ink for reference work*

#### **Newell-Emmett Company**

"We have on file in this office bound volumes of **PRINTERS' INK** from January 1, 1919, to date."

#### **Young & Rubicam**

"We have practically complete files of both **Weekly** and **Monthly PRINTERS' INK** for the past three years."

#### **The Ralph H. Jones Company**

"We have the bound volumes of **PRINTERS' INK** in our files running as far back as the middle of 1914 and the bound volumes of **PRINTERS' INK MONTHLY** beginning with the first of this year."

#### **The J. Horace Lytle Company**

"Our files of **PRINTERS' INK Weekly** go back to January, 1922, and **PRINTERS' INK MONTHLY** to January, 1923. All of these copies are bound, **Weekly** quarterly and **Monthly** yearly."

#### **The Farrar Advertising Company**

"Our **PRINTERS' INK** files date back to January 5, 1922."

#### **The Richardson-Briggs Company**

"We have practically a complete file of **PRINTERS' INK** back to 1915, and **PRINTERS' INK MONTHLY** since 1924."

#### **The Griswold-Eshleman Co.**

"We have a bound file of **PRINTERS' INK Weekly** covering the last ten years which we keep in our library for constant reference on the part of our organization."

#### **The Chambers Agency, Inc.**

"We have bound volumes of **PRINTERS' INK** since April, 1905. We have not kept any bound volumes of **PRINTERS' INK MONTHLY**, but it is our intention to have these bound beginning this year."

#### **Bissell & Land, Inc.**

"We have on file almost every issue of **PRINTERS' INK Weekly** and **PRINTERS' INK MONTHLY** beginning in 1922. All copies of **PRINTERS' INK** are bound. Beginning the first of this year, we are purchasing from you bound volumes of **PRINTERS' INK** and **PRINTERS' INK MONTHLY**.

#### **Olson and Enzinger, Inc.**

"We maintain a complete file of **PRINTERS' INK** starting with 1921 to the current date and **PRINTERS' INK MONTHLY**, 1923, to present date."

#### **The Caples Company**

"Our copies of **PRINTERS' INK** and **PRINTERS' INK MONTHLY**, dating back to 1923, are filed in a cabinet according to date."

#### **Botsford-Constantine Company**

"Our files contain bound volumes of **PRINTERS' INK Weekly** from January 6, 1921, to date. Our files on **PRINTERS' INK MONTHLY** are complete back to September, 1924."

#### **Russel M. Seeds Company**

"We have bound files of **PRINTERS' INK** running back to 1915 and all of the issues of **PRINTERS' INK MONTHLY** in yearly files since the first issue. We regard them as about the most useful equipment of this organization."

#### **The Kenyon Company, Inc.**

"We have every copy of the **Monthly** and all copies of the **Weekly** since January, 1923."

#### **McConnell & Fergusson, Ltd.**

"Our **PRINTERS' INK Weekly** files date back to October 7, 1920, and our **PRINTERS' INK MONTHLY** files date back to July, 1924. These copies are kept in our library."

#### **Gundlach Advertising Company**

"We do not bind our **PRINTERS' INK**. I have a file of them in my inner office in a big book shelf which I have had built."

#### **Fox & Mackenzie**

"We have bound volumes of **PRINTERS' INK** from 1922 on and loose copies prior to that time, back as far as 1913. We have **PRINTERS' INK MONTHLY** from 1922, but keep them loose."

#### **Paul E. Derrick Advertising Agency, Ltd. (London, Eng.)**

"**PRINTERS' INK** copies date back to 1910, and the bound volumes from January, 1924, to present date. **PRINTERS' INK MONTHLY** loose copies date back from September, 1922."

## Why advertising agents file *Printers' Ink* for reference work

### A. J. Denne & Company, Ltd.

"At the present time our files of *PRINTERS' INK*, both Weekly and Monthly, include issues from January, 1923, on."

### Logan & Stebbins

"We have kept files on *PRINTERS' INK* and *PRINTERS' INK MONTHLY* for a period of three and a half years."

### James Houlihan, Inc.

"Our files of *PRINTERS' INK* and *PRINTERS' INK MONTHLY* go back more than two years."

### George S. De Rouville

"We have files of *PRINTERS' INK* and *PRINTERS' INK MONTHLY* running back about eight years."

### Conner Advertising Agency

"*PRINTERS' INK MONTHLY* files are complete since Vol. 1, No. 1. *PRINTERS' INK Weekly* files are complete since July, 1915, with a number of copies as far back as 1910. Some of the Weekly copies are bound."

### Charles Blum Advertising Corporation

"We have a permanent file of *PRINTERS' INK*, of which we have every copy from 1910 on, all except the first four years of which are in bound volumes."

### The Advertising Service Company, Ltd.

"Our files of *PRINTERS' INK* and *PRINTERS' INK MONTHLY* go back to about 1913, but they are not complete."

### Simpson Advertising Company

"We have a complete file of *PRINTERS' INK Weekly* for ten years."

### George H. MacDonald, Ltd.

"Files of both *PRINTERS' INK* and *PRINTERS' INK MONTHLY* are kept in this office. The Monthly is kept loose but we have been subscribing to the bound volumes of the *PRINTERS' INK* since the first of the year."

### The Geyer Company

"We are keeping *PRINTERS' INK* on file dating back to June, 1917. The copies in this file are bound."

### The Atlee F. Hunt Company

"Our files contain *PRINTERS' INK* as far back as January, 1920—*PRINTERS' INK MONTHLY* as far back as December, 1919."

### Danielson & Son

"We have in our library bound volumes of *PRINTERS' INK Weekly* from January 6, 1921 to June 24, 1926. We keep on file loose copies of the more recent issues. We have *PRINTERS' INK MONTHLY* in bound volumes from January, 1925, to June, 1926, and loose copies of the most recent issues."

### Bryan & Bryan, Advertising

"Our file of *PRINTERS' INK* goes back about five years, but is pretty spotted in places. Part of it is bound, part is not. We now have a standing order with you for bound volumes of both *PRINTERS' INK* and *PRINTERS' INK MONTHLY* as they come off the press."

### Smith, Sturgis & Moore, Inc.

"Our file of *PRINTERS' INK* extends back through 1918."

### Katherine H. Mahool, Advertising

"We have *PRINTERS' INK* and *PRINTERS' INK MONTHLY*, unbound, for the past four years practically complete and forty or fifty stray numbers prior to that time."

### Jordan Advertising Service, Inc.

"We have complete files of *PRINTERS' INK* from 1918 to date, and of *PRINTERS' INK MONTHLY* from October, 1921, to date."

### The James Fisher Company, Ltd.

"Our files of *PRINTERS' INK Weekly* go back to 1920, and of the Monthly to 1924."

### The Daken Advertising Agency

"Our files of *PRINTERS' INK Weekly* date back to November 11th issue, 1908. The *PRINTERS' INK MONTHLY* issues date back to January, 1920."

### The Caldwell-Baker Company

"Our files of *PRINTERS' INK Weekly* go back to the beginning of 1922, and our *PRINTERS' INK MONTHLY* files are complete from the start of the publication."

## *Why advertising agents file Printers' Ink for reference work*

### **Staples & Staples, Inc.**

"We find that we have our copies on file dating as far back as 1919 for the Weekly and on the Monthly we have files dating from the first issue."

### **The Dan B. Miner Company**

"We have complete files of PRINTERS' INK Weekly from 1921 up until the end of 1925, and I put in the mail, yesterday or the day before, a letter entering our subscription for your bound volume service on the Weekly and Monthly edition. We have practically all of the Monthly editions for the last four years, but they are loose on the shelf. I might say that PRINTERS' INK is read by practically every account executive in the office and referred to regularly for information on every sort of problem that arises in merchandising and advertising work."

### **Churchill-Hall, Inc.**

"Our files of the Weekly go back some ten years. They are kept with the rest of our library on advertising and kindred subjects."

### **H. E. Lesan Advertising Agency**

"Our back files of PRINTERS' INK are kept in bound copies and run back to January 2, 1913."

### **Ketchum, MacLeod & Grove, Inc.**

"We have PRINTERS' INK Weekly for the last three years and PRINTERS' INK MONTHLY for the last year on file in our publication room."

### **McLain-Simpers Organization**

"We have bound volumes of PRINTERS' INK Weekly from July 7, 1910, up to and including June 24, 1926. Not a single volume missing. We have bound copies of the Monthly dating back to June, 1920."

### **Cecil, Barreto & Cecil, Inc.**

"We have on file bound volumes of PRINTERS' INK from March 25, 1915, up to the present time."

### **Reuter Advertising Agency**

"Our files of PRINTERS' INK go back twenty years. Our files of PRINTERS' INK MONTHLY go back to the date of first issue."

### **Sidener Van Riper & Keeling, Inc.**

"We have in our library bound volumes of PRINTERS' INK Weekly beginning with 1914, and bound volumes of PRINTERS' INK MONTHLY beginning with 1922."

"Here in our office we regard the bound volumes of the PRINTERS' INK Publications in about the same way that the lawyer regards his bound volumes of court decisions. PRINTERS' INK records a vast amount of demonstrated data in the sales and advertising field which when properly used becomes a great asset in any advertising agency office."

### **The Procter & Collier Company**

"We have in our library PRINTERS' INK Weekly, complete files, from January, 1910, up to the present time."

"These copies are in binders and present a fine appearance on the shelves and are referred to by our staff frequently. We have a file of PRINTERS' INK MONTHLY from 1920 to the present time, with the exception of one or two issues of 1920, almost a complete file for the past six years."

### **Honig-Cooper Company**

"Our file of PRINTERS' INK Weekly goes back to 1913, and our file of the Monthly to 1920. We have a standing order with you for quarterly bound volumes of the Weekly."

### **Ferry-Hanly Advertising Company**

"Regarding our PRINTERS' INK files, both the Weekly and Monthly publications are bound every six months. These bound copies extend back to 1915. We do not feel that we could do without them, but it is getting to be a problem to find space for them."

### **Edwards, Ewing & Jones, Inc.**

"Our files of PRINTERS' INK and PRINTERS' INK MONTHLY go back to January, 1920."

### **The Byron G. Moon Company, Inc.**

"We have a file of PRINTERS' INK Weekly since 1910. We do not file the Monthly as a permanent file. We merely hold the last year's issues and then discard them gradually."



## *Why advertising agents file Printers' Ink for reference work*

### **Benson & Gamble**

"We keep copies in which we are specially interested, so that we can refer to them in the future."

### **Harry C. Michaels Company**

"Complete files of PRINTERS' INK are kept by us."

### **Amsterdam Agency, Inc.**

"We keep copies of PRINTERS' INK for several years, loose, not bound."

### **Brenninger and Wolcott, Inc.**

"We file PRINTERS' INK MONTHLY and PRINTERS' INK in chronological order and they run back over about a year and a half."

### **Fred'k U. Dodge Co., Inc.**

"Each month we religiously file PRINTERS' INK MONTHLY in a fire-proof cabinet. We do not bind the Monthly. Our files date back to May, 1919 for the Weekly and February of the same year for the Monthly."

### **The Charles Advertising Service**

"We do file PRINTERS' INK MONTHLY and have copies of the last three years in separate issues, which is the most convenient form for our purpose."

### **Aubrey & Moore, Inc.**

"We have bound volumes of PRINTERS' INK Weekly back to 1922. We keep loose copies of both the Weekly and the Monthly for three or four months back."

### **The Aitkin-Kynett Company**

"We do keep an unbound file of PRINTERS' INK in our office and have this running back for about eight years. We are accustomed when seeking special reference to write to PRINTERS' INK for the dates of the issues in which the article appears."

### **Lord & Thomas and Logan, (New York)**

"We have files of PRINTERS' INK and PRINTERS' INK MONTHLY for the last ten years. These are bound."

### **P. F. O'Keefe Advertising Agency, Inc.**

"In regard to PRINTERS' INK and PRINTERS' INK MONTHLY, these are not bound but we keep them on file in a special place and make reference to them as occasion requires."

### **Louis H. Frohman—Advertising**

"Our file of PRINTERS' INK and PRINTERS' INK MONTHLY dates back to 1923, the year in which this agency resumed after suspending during the war."

### **Daniel E. Paris—Advertising**

"PRINTERS' INK for four and a half years, PRINTERS' INK MONTHLY for two years. An especially built bookcase made to accommodate the two sizes."

### **Federal Advertising Agency,**

**Ltd. (London, Ont., Canada)**

"We keep PRINTERS' INK and PRINTERS' INK MONTHLY loose for about two years."

### **Lord & Thomas and Logan, (Chicago)**

"PRINTERS' INK and PRINTERS' INK MONTHLY are kept in our general publication files in connection with our Checking Dept. Thus we have one or two copies of every issue for about six months. Special articles are clipped from the PRINTERS' INK and kept in a more or less permanent file."

### **J. J. Gibbons Limited**

"Our copies of PRINTERS' INK are kept in binders which we purchase from you and with the exception of the issues for 1914, 1915, 1916 and 1917, which we understand are out of print, are complete from 1905 to date."

### **Johnson, Read & Company**

"We have bound files of PRINTERS' INK beginning January 2, 1919 and of PRINTERS' INK MONTHLY beginning July, 1924."

### **Gardner Advertising Company**

"Copies of PRINTERS' INK are kept in our office and bound. We have the PRINTERS' INK WEEKLY as far back as January 1, 1914, and the Monthly as far back as December, 1919."

### **Franklin P. Shumway Company**

"We have kept bound volumes of PRINTERS' INK for many years in this office and find that they are very useful."

### **Wendell P. Colton Company**

"We have complete files of PRINTERS' INK MONTHLY and PRINTERS' INK Weekly back as far as February, 1920."

## *Why advertising agents file Printers' Ink for reference work*

### **The Cramer-Krasselt Company**

"Our bound files of PRINTERS' INK Weekly date back to November, 1910. Our files of PRINTERS' INK MONTHLY are unbound and date back to April, 1923."

### **Lockwood-Shackelford Company**

"We consider our files of PRINTERS' INK, both Weekly and Monthly publications, one of the healthiest reference units in our Research Department. Our files go back to 1922."

### **Lampert-MacDonald Company**

"Our PRINTERS' INK Weekly files are complete to date since January 6, 1916. These are bound in black cloth binders, each holding three months' issues. PRINTERS' INK MONTHLY is kept on file for one year."

### **H. B. Humphrey Company**

"We have bound volumes of PRINTERS' INK Weekly since 1912. PRINTERS' INK MONTHLY we have not had bound but we have copies on file for the past two years."

### **Potts-Turnbull Company**

"We keep both the Weekly and Monthly on file. The Weekly files date back to January, 1912. The Monthly files date back to January, 1920."

### **Walter B. Snow and Staff, Inc.**

"With regard to the files of PRINTERS' INK, we have the Weekly as far back as 1920, complete and incomplete files for several years previous."

### **John O. Powers Company**

"PRINTERS' INK files go back to 1910, 11, or 12 and PRINTERS' INK MONTHLY since the commencement of its issue."

### **A. W. Ellis Company**

"Our PRINTERS' INK file goes back to about 1919, and is kept by months on covered shelves."

### **J. H. Cross Company**

"We have bound files of PRINTERS' INK Weekly from about 1905. We have PRINTERS' INK MONTHLY for the last three years."

### **Moser & Cotins**

"Our policy in filing copies of PRINTERS' INK is to keep bound copies for three years, and files for an additional two years for special reference."

### **Dorland Agency, Inc.**

"Regarding the PRINTERS' INK MONTHLY, we have not kept this, except say some two or three issues back, but PRINTERS' INK we have bound in paper going back to the first part of 1924."

### **World Wide Advertising Corporation**

"Our file of PRINTERS' INK dates back to January, 1923, and PRINTERS' INK MONTHLY to January, 1922."

### **The Albert P. Hill Company, Inc.**

"The publications themselves are all the three-month size and extend back to 1922."

### **The Keelor & Stites Company**

"The copies of PRINTERS' INK are bound and our files run back to January, 1923."

### **Coolidge Advertising Company**

"We are subscribers for bound volumes of both, PRINTERS' INK and PRINTERS' INK MONTHLY. Our volumes of the Monthly go back to its beginning. Our volumes on PRINTERS' INK go back to 1919."

### **Baumgartner Advertising-Publicity Company**

"We have an unbroken file of PRINTERS' INK Weekly from May, 1920, to date. We intend to have the file bound."

### **Wilson Advertising Agency**

"Our file of PRINTERS' INK and PRINTERS' INK MONTHLY, dates back to the Fall of 1922, and all copies of PRINTERS' INK Weekly are bound in binders furnished by you."

### **Ronalds Advertising Agency, Ltd.**

"Files of PRINTERS' INK weekly are kept as far back as 1918, and of PRINTERS' INK MONTHLY as far back as 1923."

## Remember the Seven Sutherland Sisters?

ONE of the Seven Sutherland Sisters is dead. And who were they? you may ask. You cannot, if you are under twenty-one years of age, be blamed for not knowing. Time has a way of going on. Besides, what use would a Sutherland Sister be, nowadays? Unless they have altered their mode of attack. Perhaps they have.

\* \* \*

Well, back in the prehistoric days when women let their hair go as far as it liked, the Seven Sutherland Sisters went about the country showing themselves in store windows to boost sales of a preparation designed to encourage hair growth. Each one had tresses that reached the ground and they sat on exhibition combing their luxuriant tresses, just as mermaids are supposed to do on the shores of azure seas. As business grew the supply of sisters ran short and they combed the country\* for women with extraordinary locks to help out in exhibitions. Those were the days when "When I let my hair down I can sit on it" was a proud boast. Funny old times.

\* \* \*

Originally the girls came from a farm near Lockport, N. Y. They really were sisters and they all were endowed naturally with unusually long and fine hair. They started out showing themselves in dime museums; their industrial exploitation came later. Mary, Grace and Dora, the only survivors of the present day, have been living in Los Angeles. Dora, who was sixty-two years old, was killed by an automobile in the street, so now only two are left, both elderly women. Whether they still retain their long hair is not noted in dispatches. In the days of their greatest glory they were plain folk; even when on exhibition they

seemed somehow out of place in the spotlight's glare. When not walking about showing off their hirsute adornment (yes, it was considered an adornment in those days) they sat sewing or knitting while the crowds peered in at them in their store window retreat.

\* \* \*

They had many imitators in the years B. B.; or, Before Bobs. What, by the way, has become of the advertising placards showing a lovely young creature with hair that trailed on the ground and the legend: "Tangerine Grew This Hair; and We Can Prove It"? Other days; other manners. Probably all the preparations for luring hair to greater efforts now are devoted to making bobs thicker and curlier. The formula must be just as good. Certainly a Seven Sutherland Sister today would not be deemed an educational exhibit, but a plain freak. Now comfort comes before looks; and who shall say it does not carry the sounder philosophy? Ask any woman who has taken the jump.

\* \* \*

Ah, well, the Seven Sutherland Sisters have sunk beneath the horizon as types of fair womanhood. But to the honor and glory of virile manhood, the Smith Brothers are still with us.

L. P. H.

### Rankin Agency Appoints Art Director

A. J. Cogswell has been appointed art director of the New York office of the Wm. H. Rankin Company, advertising agency. Paul Holder is art director of the Chicago office.

### Tampa Bank Appoints Caples Agency

The Guaranty Mortgage Company, Tampa, Fla., has appointed the Tampa office of The Caples Company, advertising agency, to direct its bond advertising in a national campaign.

### W. H. Hornibrook Buys Salt Lake City Paper

W. H. Hornibrook, formerly publisher of the Provo, Utah, *Herald*, has bought the Salt Lake City *East Salt Lake Times* from Walter C. Adams, publisher.

Reprinted from the Newark, N. J., *Evening News*.

\*Inadvertent.

## Good Copy

What a cheerful  
feeling it gives  
one to know that  
he has a fine story  
to tell in the New  
Year

and

that he has the  
words with which  
to tell the story.

**HAWLEY  
ADVERTISING  
COMPANY**  
Inc.

**95 MADISON AVE.  
NEW YORK CITY**

## A Trade-Mark Case of Importance

A PERMANENT injunction has been issued by a Federal Court (The United States District Court for the Northern District of Ohio), which perpetually enjoins the Vogue Hat Company of New York from selling hats labeled "Vogue Hats" unless the label is accompanied by a prominently displayed manufacturer's name which does not include the word "Vogue." The injunction becomes effective on January 1, 1927.

This particular case holds considerable interest for all businesses making use of trade-marks. It is of importance in the legal history of trade-mark protection.

The action was brought by the Vogue Company of New York, publisher of *Vogue*, a Condé Nast Publication, and maker of "Vogue" patterns.

Early in this year a United States Court of Appeals upheld the contention of the Vogue publishing organization that its name "Vogue" and its so-called "V-girl" trade-mark were being misused by the Vogue Hat Company. The Court held that the manner in which the Vogue Hat Company was then labeling its hats made that company guilty of intentional fraud and that this fraud permeated the whole plan under which the hat company built up its business.

The presiding judge, at that time, in writing the opinion of the court made the following comment:

"In this case the reasonable probability of injury to plaintiff through defendant's misrepresentation is clear, even if it has not actually occurred. Plaintiff's magazine is so far an arbiter of style and the use of plaintiff's trade-mark upon defendant's hats so far indicates that the hats were at least sponsored and approved by the plaintiff, that the same considerations which make the misrepresentation so valuable to defendants make it pregnant with peril to the plaintiff. It seems not extreme to say that persistence in

marking under his trade-mark, articles of apparel which are unfit, undesirable, or out of style, would drive away thousands of those who customarily purchase plaintiff's magazine."

The injunction now issued against the Vogue Hat Company and against James Thompson, the J. L. Hudson Company and the Thompson - Hudson Company reads:

"Ordered, Adjudged and Decreed that a writ of injunction issue herein against the defendants, perpetually enjoining them, and each of them, and their respective agents, servants and representatives, from making any statement or representation or using any word or words, devices or symbols in connection with the advertising, selling, or offering for sale of hats or millinery, calculated to induce the public to believe that such merchandise is made, sold or approved by or in any way connected with plaintiff, or with plaintiff's publication, the magazine *Vogue*, and from using any colorable imitation of the plaintiff's so-called 'V-girl'

trade-mark described in the bill herein and from any use of the letter 'V' as a dominating feature of any label or advertisement and from advertising, selling or offering for sale any hats or millinery called or marked 'Vogue Hats' or 'Vogue Hats, New York,' or 'Vogue Hats, Fifth Avenue, N. Y.,' and from any use of the word 'Vogue' as the name or label or part of the name or label of any hats or millinery, provided, however, that said defendants, or any of them, may use the name and label 'Vogue Hats' with or without the name 'New York' or 'Fifth Avenue, N. Y.,' if, and when such name and label is accompanied by a prominently displayed manufacturer's name as name of the maker of the goods to which such name or label is attached which manufacturer's name does not include the word 'Vogue,' which injunction shall become effective January 1, 1927."

Kirt M. Chapman has joined the advertising service department of the Jensen Printing Company, Minneapolis.

## Boston Evening Transcript Is Social Currency

And it is a circulation that may be multiplied by four. In greater Boston it is not uncommon to pass along one's copy to relatives and friends. Indeed, it is an established custom of social procedure, and one that provides a welcome excuse for many a friendly call.

Therefore, the advertiser's message does enjoy a visibility many times that of its daily circulation. It gives you an unusual opportunity for discussion of your name and trade-mark under the most sociable auspices.

*The prestige of the Boston Evening Transcript is very precious in introducing a new commodity or for holding the fair name of one that is established.*

### National Advertising Representatives

CHAS. H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

## Wire, Telephone or Write for Slogan Information

STROMBERG-CARLSON TELEPHONE MANUFACTURING CO.

ROCHESTER, N. Y.

*Editor of PRINTERS' INK:*

If my memory is correct I have seen lists of slogans used by national advertisers in PRINTERS' INK.

What I am after is a list of slogans to which I can refer so as to be sure we are not either imitating or taking bodily a slogan that we may have seen in some other national advertiser's copy.

If you can give me the dates of PRINTERS' INK which carried those slogans, I will consider it a great accommodation.

STROMBERG-CARLSON TELEPHONE MANUFACTURING CO.

W. T. EASTWOOD,  
*Advertising Manager.*

FISHER-BROWN ADVERTISING AGENCY  
ST. LOUIS, MO.

*Editor of PRINTERS' INK:*

We contemplate using for one of our clients, the slogan "*more for less*" and would be grateful to you for writing us if this slogan is registered with you. Will you send us the slogans that are registered along this line so that we can try to avoid any conflict?

FISHER-BROWN ADVERTISING AGENCY  
HARRY WILSON,  
*Vice-President-Treasurer.*

EMIL BRISACHER AND STAFF  
*Editor of PRINTERS' INK:*

Will you please inform us whether the slogan "Repetition Makes Reputation" is being used by anyone so far as you know?

Assuring you of our appreciation of this information, we remain,

EMIL BRISACHER AND STAFF,  
EMIL BRISACHER.

VAL. BLATZ BREWING COMPANY  
MILWAUKEE, WIS.

*Editor of PRINTERS' INK:*

Will you please register for us, in your slogan file, the phrase "First for Thirst," which has been used for Blatz beverages for a good many years.

VAL. BLATZ BREWING COMPANY  
LEONARD E. MILLER,  
*Advertising Manager.*

PARKER ICE MACHINE CO.  
SAN BERNARDINO, CALIFORNIA

*Editor of PRINTERS' INK:*

We are considering the use of the expression "Better Under all Conditions" for the marketing of PARKER electric refrigeration.

Will you kindly advise us if your clearing house of slogans has this expression registered for any other company? If this is not the case, will you kindly register it under our name.

PARKER ICE MACHINE COMPANY

FOR over six and one-half years PRINTERS' INK has collected a long list of slogans used by advertisers. These are all registered in the PRINTERS' INK Clearing House of Advertised Phrases. At least once a month we publish a list of slogans entered in the registry within that time. These lists benefit those whose work it is to develop ideas, headlines and phrases for advertising copy. Many copy writers clip out the lists and preserve them for reference purposes.

It is impracticable to issue a pamphlet containing all of the phrases since it would soon be out of date. Our service controls the situation. The slogans are all arranged alphabetically according to the wording of each. If at any time our friends wish to verify the originality of a phrase they intend to use, they may write us or wire. Many telephone calls and telegrams, to say nothing of letters, concerning slogans are received each week. Should a slogan be already registered in the PRINTERS' INK Clearing House of Advertised Phrases, we tell our inquirer immediately and, as most always happens, he alters the wording of his phrase accordingly.—[Ed. PRINTERS' INK.]

R. W. Ashcroft, General Sales  
Manager, Northern Rubber

Ralph W. Ashcroft has been appointed general sales manager of the Northern Rubber Company, Guelph, Ont., manufacturer of rubber footwear and tennis shoes. He has been with this concern for the last two years. Mr. Ashcroft, who was at one time advertising manager of the United States Rubber Company at New York, has charge of domestic and export sales and advertising.

## Jewel Tea Sales Gain

The sales of the Jewel Tea Company, Chicago, for the first forty-eight weeks of 1926, amounted to \$13,325,442, against \$12,672,320 in the corresponding period of 1925. This represents an increase of 5.2 per cent.

## Appointed by Jam Handy Picture Service

Oliver Horn, of the Jam Handy Picture Service, Chicago, has been appointed national supervisor of field service with headquarters at Chicago.

## More Remarks on the "Whatdoyoucallem's"

BARTEAU & VAN DEMARK  
SPRINGFIELD, MASS., DEC. 23, 1926

Editor of PRINTERS' INK:

The article in the December 23 issue of your publication, "Which Should It Be: 'House Organ' or 'House Magazine'?" considers a point which has never been settled in the minds of many who have occasion to deal frequently with the two terms.

We edit several monthly publications for industrial concerns which circulate among customers and prospects. We also mail out each month a publication of our own, called "Bee Lines—To More Business."

Personally, I am prejudiced against the term "Organ," but it is one of those dislikes which one feels without any substantial reason. The word "Organ," according to the dictionary, fits nicely any publication issued by a commercial organization for the purpose of communicating the views of its publishers to customers and potential customers.

"Magazine," though preferred by many, when considered in strict accord with its definition, is not particularly apt for most of the publications issued by organizations as an aid to the selling and advertising departments.

Hence, while I intuitively stick to the term "House Magazine," I realize that my house is "built on the sand of inaccuracy." Some days I seem to feel that the publications edited by us should be graced by the term "magazine," and at other times, perhaps due to the weather or a too hastily consumed repast or a touch of the inferiority complex, I flee to the sheltering branches of the word "Organ."

Howbeit, in spite of this mighty conflict raging in my mental realm without hope of truce, I find that I can rise above it and devote quite a little leisure time to the making of a living through the editing, among other things, of several "whatdoyoucallem's."

J. F. BARTEAU

## Pacific Northwest Publishers Elect Officers

J. F. Young, of the Spokane, Wash., *Spokesman-Review*, has been elected president of the Pacific Northwest Newspaper Association. F. J. Burd, of the Vancouver, B. C., *Province*, is now vice-president. S. R. Winch, of the Portland, Oreg., *Oregon Journal*, is treasurer.

## Confectioners' Co-operative Campaign to Start

The National Confectioners' Association, which has been engaged in raising a fund for co-operative advertising, is preparing a magazine campaign for the coming year. The Fisher-Brown Advertising Agency, St. Louis, is directing this account.

Only  
the best  
is good  
enough for  
"Punch"  
—Best Writers,  
Best Artists,  
Best Advertising

Advance Booking  
is Always Essential

MARION JEAN LYON  
Advertisement Manager, "PUNCH"  
80, FLEET STREET  
LONDON, E.C. 4, ENG.

There is hardly any business which cannot profitably tell its story with the aid of a carefully planned & well-printed *book*.



CURRIER & HARFORD  
LTD · 468 FOURTH AVE., N.Y.C.



**CHAIN STORE  
AGE**

93 Worth Street

New York City

## How Shall We Turn Our Specialty into a Staple?

(Continued from page 6)  
usually have but a brief life.

The creating of a staple is often accomplished through multiplication of uses. When 3-in-1 Oil first appeared on the market, many of the purposes for which it is advertised today were as yet undiscovered. A limited field of usefulness makes a specialty. One after another, new uses were uncovered. The advertising of these extended consumption and thus created a staple.

Coca-Cola began life as a summer drink. Through advertising Coca-Cola now seeks to build sales in winter too. Coca-Cola is a staple already, but it will be still more of one if it can get its winter popularity to approach the favor it has won in summer.

Glover's Mange Cure set out to befriend dogs. Sloan's Liniment was created for horses. Through slight modification, the Glover product made a good tonic for the human scalp and hair, while Sloan's Liniment was discovered to be a benediction to rheumatic joints. So staples grew out of specialties.

In hunting up new uses for a specialty there are several factors which the manufacturer may profitably keep in mind. For one thing, it sometimes helps to look at the product and forget the purpose which it serves at present. The question arises: For what can this be used? Dunlop, a pioneer in tire-making, is said to have been thinking only of finding a means of making his mother's wheel chair more comfortable to ride in. Thus he hit upon rubber tires. But the rubber tire would have remained only a specialty if its use had been confined to wheel chairs.

Another way of clearing the mind for constructive thinking is to imagine the present market entirely wiped out. Thus, if we all lost interest in the weather (!), uses could still be found for the thermometer—to record the heat of kitchen-stove ovens and to re-



# The San Antonio Light

SAN ANTONIO'S BEST NEWSPAPER

**T**HE LIGHT extends to national advertisers and advertising agencies the season's greetings and best wishes for 1927.

**T**HE LIGHT wishes to express its appreciation of the confidence national advertisers and advertising agencies indicate in the value of THE LIGHT as shown by national advertising record in 1926.

**D**URING 1926 THE LIGHT carried the largest volume of national advertising in its history—and gained more national advertising than all other San Antonio newspapers combined.

## NATIONAL ADVERTISING REPRESENTATIVES

John H. Lederer  
Hearst Bldg.  
Chicago

Herbert W. Moloney  
Times Bldg.  
New York

Texas Daily Press League  
Merchantile Bank Bldg.  
Dallas, Texas

## PROOFS



*"The Ace of Typography"*

"A-C" proofs will prove the truth of our statements. For, after all the proof of the pudding is in the eating. Words are superfluous. Performance is what counts. Let us show you some very interesting specimens.

*Get in touch with 'A-C'*

**ADVERTISING-CRAFTSMEN**

132 West 31st St., New York

PENNSYLVANIA 8789-8790

## Your Own MOTION PICTURES

INDUSTRIAL-EDUCATIONAL  
COMMERCIAL-ADVERTISING

Here's the NEW Year with the  
OLD problems:

To make NEW Sales and hold  
OLD customers.

Try this NEW medium es-  
tablished by OLD hands—  
Offering a NEW attack  
to the OLD resistance.

Brings you NEW pros-  
perity.

Just like OLD times.  
Ask for NEW details  
About this OLD  
standby.

*Stanley*

ADVERTISING COMPANY

220 W. 42 ST.

1916 RACE ST.

cord the temperature of the water in automobile radiators.

In seeking new uses for a product, a prize contest has often brought them to light by the hundreds.

\* \* \* \*

The manufacturer who seeks to make a specialty out of his staple will find that marketing methods alone can often help to a marked degree.

A few years ago, one manufacturer tried an interesting experiment in Chicago. His article sold at a popular price. There was no reason on earth why it should not be a staple. But it lagged along in the specialty class. Distribution was thin.

The wholesale distributor in that city was an unusually progressive man. The manufacturer proposed that he call in his salesmen who worked the outlying territories and add them to the force which covered the city. It was pointed out that profits could be doubled if the existing city volume were doubled, whereas even if the outside business could be built up to equal the existing city business the net profit would increase only 25 per cent or so, due to greater traveling expenses, lower possible volume per store, and fewer possible calls per day.

"But," said the manufacturer, "your bigger problem—which is ours, too—is to get greater per capita consumption. These goods deserve to be used by more people. There is no reason why they shouldn't be. If you get them in more stores I think it will help materially. And if we can double business in the city of Chicago, I think it will be the best single move we can make to increase the outside consumption as well, for the country trade should follow the city trade in this case as it has in others." Inside of a year and a half the per capita consumption of this item had grown from six to eleven.

In the case of lower-price specialties, this matter of widespread distribution is probably most important. A new soft drink or a five-cent chocolate specialty has limited chances if sold through



# ATLANTA

## THE CONVENTION CITY OF DIXIE

Within 24 hours' travel of two-thirds of the population of the United States. A city of open hearted hospitality, with a perfect climate. Has entertained an average of more than one Convention per day in past years, and future bookings indicate a much greater number for 1927.

*Send for new, completely illustrated booklet showing our ideal convention facilities.*

*The South's Supreme Hotel*

# The ATLANTA BILTMORE

ATLANTA  GEORGIA

463 West Peachtree Street



## Manufacturers turn to G E O R G I A

With annual statements growing less satisfactory each year, as gross profits are more and more depleted by burdensome taxes, high power costs, unfavorable labor conditions, and other causes pertinent to the locality — manufacturers are turning to Georgia as the solution to an increasingly vexing problem.

They know of the amazing industrial growth of Georgia; have written for facts and figures, and have substantiated claimed advantages by personal inspection.

### *They Found in Georgia*

An equable year-round climate—an inexhaustible supply of hydro-electric power at rates

comparable to the lowest in the country—low taxes (in many counties new industries are encouraged by a five-year tax exemption)—no state income tax—no state inheritance tax—pure water—wide variety of raw material within moderate hauling distance — excellent transportation facilities—plenty of Anglo-Saxon labor—and last but not least, a decidedly friendly public sentiment, and a spirit of real cooperation between capital and labor which embodies an inherent and wholesome respect for property rights.

Specific information, which may have a direct bearing on your future dividends, will be mailed promptly to interested executives.

# GEORGIA RAILWAY AND POWER CO.

ATLANTA

New York Office, 120 Broadway

only a few outlets. The public expects products of this low-price type to be distributed widely. General distribution proves or implies widespread success, and is of itself a potent type of advertising.

Chain stores do not want slow-moving goods. The specialty which sets out to become a staple may make strides in that direction by getting itself into the chain stores.

To win display in the 5-and-10 cent store a new size may be necessary. This requirement has been gladly met by many of the most prominent manufacturers. It makes their staples even more staple.

Size and price are often factors which must be met. To sell coal by the scuttleful and wood by the armful is necessary in some parts of the larger cities. But even among the well-to-do, progress may be blocked by insisting that a commodity come in bottles or tins or boxes so large that they linger on the pantry shelf and thus are also only shelf-warmers for the grocer. When the size is halved or quartered, distribution and sales may double or quadruple in spite of a higher proportionate price.

Some manufacturers have a malady—"distribution pride." They want only the highest class outlets. If the commodity is one of general consumption, this may easily operate against the making of a staple. Some of the ex-specialties of today have deliberately gone after one class of consumer at a time. This may mean that sales efforts are focused on one class of dealer at a time. And "distribution pride" is thrown overboard.

\* \* \* \*

The value of advertising in making a specialty into a staple is so obvious that we will remind ourselves of only a few of the reasons.

Advertising can put the specialty before everyone who reads. Advertising (particularly pamphlets) can instruct the amateur user so that he can use the complicated product.

Advertising can feature sample offers so that the specialty gets wide-spread acquaintanceship in short order.

Advertising can push the sale of

#### EDITORIAL



#### ART & LAYOUT



#### PRINTING



#### MAILING



Ten editors of nationally prominent House Organs will tell you that ARROW PRESS SERVICE has made their individual publications more effective.

# House Organs

*Helpful copies of House Organs produced by us will be sent on request*

**ARROW PRESS, INC.**  
318-326 West 39th Street · New York

## DIRECT-SALES SPECIALIST

*Available January 1*

**An opportunity for a Manufacturer of Vacuum Cleaners, Electric Refrigerators or other Electric Equipment.**

Some manufacturer now employing or who wishes to employ house-to-house selling methods as a means of developing sales to new high levels is offered an opportunity to secure the services of one of the few recognized experts in this highly specialized line.

A man whose 20 years' experience in direct selling has earned for him an enviable record of accomplishment and an income averaging \$20,000 a year for the past several years.

This man is a thorough executive, capable of building up, training and handling a sales staff of several hundred men.

In a single year, for example, he created for a manufacturer of electrical equipment a sales volume of \$250,000 by house-to-house selling methods, on an appliance that had never been sold before except through regular jobbing channels. Distribution was of national scope with 15 branch agencies and 250 salesmen actively employed.

Age 37, married, and in a position to establish headquarters in any part of the United States.

If you have a difficult sales problem that you think would appeal to a man who is accustomed to accomplishing big things, write today for complete information, records of results achieved, and statements from present and former employers.

**HARRY G. ALLARD**  
Birchmont Hotel, 1456 Fargo Ave.  
Chicago, Illinois

## A Chicago Advertising Agency Wants a Business Getter

The man we want is a successful advertising salesman. For one or several reasons, he may be handicapped in his present position. His earnings may not be commensurate with his capacity to create business. Perhaps he is not properly attuned with his present surroundings.

If you are that man, this may be the very opportunity you are seeking.

We are a medium-sized agency, enjoy full recognition and satisfactory credit. We are now serving several very desirable accounts. Our organization is harmonious. Our personnel is well known in the field of advertising.

You may write us with positive assurance that your confidence will be respected to the last degree. Address "Q," Box 75, Printers' Ink.

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## Attention Free-lance Copywriters

We are interested in securing a series of articles from the heads of large manufacturers throughout America. If you live in a town that contains the plant of any large manufacturer, of a nationally advertised or well-known men's clothing or men's furnishing article, and if you are interested in making extra money quickly, write us for further information. Address "N," Box 73, care of Printers' Ink.

the specialty during dull seasons. It can still further extend the sale during the busy season.

Advertising can hasten the day when a product is used by the two sexes instead of one, and by adolescents as well as adults.

Advertising can often put the stamp of fashion on a specialty and thus widen its appeal.

Advertising is the well-known life blood of prize contests planned to uncover new uses for specialties.

Advertising can do these things, and many more, to turn specialties into staples. The proof lies in the fact that a substantial percentage of the advertisers of today's leading commodities were once only makers of timid specialties.

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### Newspaper Campaign for North Star Skates

The Nestor Johnson Manufacturing Company, Chicago, manufacturer of North Star skates, is conducting a campaign in Northern newspapers. This advertising will continue through January and February and is being directed by the Chicago office of the Wm. H. Rankin Company.

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### Brick Account for Lyddon & Hanford Agency

The Hanley Company, Bradford, Pa., manufacturer of building brick, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account.

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### Baltimore Agency Adds to Staff

Charles C. Baldwin, formerly with Albert Frank & Company, New York, and more recently with Eastman, Scott & Company, Atlanta, has joined the plan and copy staff of J. M. Daiger & Company, Inc., Baltimore advertising agency.

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### M. E. Phillips Joins Brown Blodgett Company

Maurice E. Phillips, formerly assistant advertising manager of the Buzza Company, Minneapolis, has joined the advertising department of the Brown Blodgett Company, St. Paul, printing.

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### Joins Staff of Cilley & Sims Agency

Miss Carolyn E. M. Irwin, formerly with the Curtis Publishing Company, Philadelphia, has joined the copy staff of Cilley & Sims, Inc., Philadelphia advertising agency.

# Holding the Good-Will of a Merged Company

When a Merged Company Takes Another Corporate Name, Advertising May Be Used to Transfer Established Good-Will to the New Company

**T**HERE is an ever-present danger, in every corporate merger, that the accounting and financial details of the consolidation may consume so much attention on the part of those interested, that the sales advantages of the combine do not receive the attention they should or are not properly capitalized or promoted by means of advertising.

A common situation is where two companies in the same line of business decide to consolidate. One of the very important questions to be settled immediately is the name of the new company. A common practice, where the companies are about equal in size, age and prestige, is to give each company a fifty-fifty representation in the new company name. That is, The Jones Company and The Smith Company, after consolidation, become The Jones-Smith Company. Thus both companies retain something of their former individuality in the new company name, and the good-will of each follows the new organization.

But where an entirely new name is chosen, or one of the companies drops its name in favor of the other company's name, good-will is apt to be lost for the company whose name is discontinued unless something is done to transfer that good-will, before it is dissipated, to the new company.

A concrete example of how advertising is being used to present the sales advantages of a combine is shown in the current business-paper campaign of The Lamson & Sessions Company, Cleveland; and, incidentally, of how the good-will of a merged company, whose name has been dropped, is being preserved by transferring it to the name of the new company.

The Lamson & Sessions Company, established in 1866, and The Kirk-Latty Company, established

in 1895, both of Cleveland, were recently consolidated under the name of The Lamson & Sessions Company, the latter being the elder of the two companies. Thus The Kirk-Latty Company, thirty-one years old, disappeared as a commercial entity. Whatever favorable reputation it enjoyed among its customers was to be kept alive or allowed to die, depending upon whether such good-will was of sales value to the consolidated company.

The Lamson & Sessions Company, despite its sixty years in business, had used advertising in the past only in a very limited way. After the merger, the company realized that if the Kirk-Latty good-will was to be preserved and transferred to the new company, advertising would have to be employed to do it.

A campaign, therefore, consisting of a series of two-page inserts, all in two colors, is being run in business periodicals to tell the story of the merger. Throughout this series of inserts, the consolidation of the two companies is graphically presented in a clever way. A design shows two rectangles of space laid side by side the long way, the rectangles being fastened together at either end by means of a bolt and nut. Panels of type within the rectangles explain that one rectangle represents one company and the other represents the second.

For example, the first insert in the series shows only the following lettering, attractively displayed: "Announcing that the Lamson & Sessions Company—the Kirk-Latty Company have consolidated," with the two company names lettered in the two rectangles. The name-space at the bottom of the page shows the products, "Bolts, Nuts, Cotter Pins, Rope Clips," and the signa-

## Advertising Director Wanted

For a national magazine (A. B. C.) located in a middle-western city.

He must be a man familiar with national advertising accounts and be capable of handling all details connected with such a position.

State age, experience, religion, whether married or single and minimum salary.

Address "L," Box 70, care of Printers' Ink.

## Wanted SALESMAN Chicago or New York

An engineering advertising man of proven sales ability, with experience on technical, machinery or engineering trade papers, who has the entrée to sales managers of large machinery and engineering concerns. Exceptionally interesting work with every opportunity for advancement, representing the outstanding leader in its field. Not an advertising proposition. Starting salary, \$4,000 to \$5,000. Address "G," Box 217, PRINTERS' INK.

ture of the new company, the Lamson & Sessions Company, Cleveland, Ohio.

On the second page of this insert the two rectangles bolted together are reproduced in a much larger size, in the center of the page. In the left-hand rectangle is the following: "The Lamson & Sessions Company. Established 1866. A pioneer in the bolt and nut industry. Operating two plants—Cleveland and Kent, Ohio. Personnel unchanged, assuring the continuance of the same service and quality on which Lamson & Sessions' success has always been built."

The right-hand panel reads: "The Kirk-Latty Company. Established 1895. Factory at Cleveland, Ohio. The entire Kirk-Latty organization is retained under the consolidation to insure the uninterrupted maintenance of the careful service enjoyed by Kirk-Latty customers in all past years." Beneath the diagram, besides the names of the products and the signature of the new company, are prominently displayed the words, "Joined for Service."

Succeeding inserts show the two rectangles, or "bolted blocks," in varying sizes, sometimes one on a page, sometimes two and three on a page. The copy throughout the series is short, graphic, quick and newsy. Customers of both concerns, and everyone else in the trade interested, may gather the details of the consolidation at a glance from this series of inserts. As a method of spreading the news of the consolidation rapidly, with all the essential points of information from a sales standpoint succinctly presented for easy assimilation, this campaign appears to possess many unusual features.

These inserts are to be followed by another series which will discuss specific selling points. In layout and design, however, the succeeding advertisements will retain the character of the initial announcements. In other words, the "bolted blocks" design which dominates the first series of advertisements will be used in the second series, but as a secondary element.





**W**HEN the city of Los Angeles wanted help on numerous subjects — they called upon *The Industrial Digest*. When the city of Los Angeles wanted help on their industrial advertising—they selected *The Industrial Digest*.

Just so with business and municipalities everywhere. All of which indicates the regard with which both readers and advertisers hold *The Industrial Digest*...and the results that *The Industrial Digest* can render to both. When you think of advertising—think of *The Industrial Digest*.



**FIFTY-THREE** out of every 100 readers of *The Industrial Digest* are business and industrial executives of vice-presidential rank or higher, including partners.

More than 51 out of every 100 are presidents.

Eighty-nine out of every 100 are executives, not counting agents, professional men, superintendents, accountants and auditors, engineers, etc.

**THE INDUSTRIAL DIGEST**  
45 West 45th Street, New York City

*The* **INDUSTRIAL DIGEST**  
*The Foremost Industrial Publication*  
**A RAWLL ENTERPRISE**

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
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D. M. Hubbard  
Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, DECEMBER 30, 1926

## Watch Textiles In 1927

There is a new leadership taking hold in the textile industry which promises action in 1927. A certain group of men is going to show that the old ingenuity and resourcefulness which made textiles a great American industry have not been lost. They are going to show that the textile problem is not a case of working out standardized forms. There is room and appeal for the widest diversity of methods. The new leaders are beginning to show a facility in ideas and a readiness to try new methods which hold out promise of more new and startling merchandising plans than have been tried by this old industry in a score of years.

When cotton and other textile mills use advertising this time it will be in a different way than that followed by some of them in the past. This time advertising will be made an integral and fundamental part of a new merchandising policy.

In many mills consumer research and applied science have been made parts of a program which starts with the raw cotton and goes into every major activity of the company right up to the sale of the finished product in the retail store. This organized and continuous research which has been under way for some time in scores of plants, has resulted in the discovery of ideas which will bear fruit in the near future.

Several great mills have established bureaus for research into style chemistry. Others have organized house-to-house research to discover new uses for cotton goods, new opportunities to create a product to fill the already existing needs.

The far-reaching effect of such advance research is indicated to some extent by the fact that the Pacific Mills alone use each year the cotton crop of more than 200,000 acres, and the wool clip of almost 2,500,000 sheep. Mills with raw material at a low price are making plans for better merchandising of the crop produced by the grower. New uses for cotton will be advertised to the public.

Names in the cotton goods field like Cannon, Martex, Curity, Pequot, Dwight, Wamsutta and others which have become known in the recent past, will be joined during 1927 by a number of mills merchandising a wide variety of products made from cotton. If the growers can get through one season of prices below the cost of production, they may discover that the low price of cotton and the new spirit of progress among the cotton mills has resulted in a combination which in the long run will work out for the greater stabilization of this great industry upon which so many thousands of people depend.

## Give Them Time

Earnest Elmo Calkins has written in the January issue of *The Atlantic Monthly* on the matter of free publicity in newspapers under the heading: "Gnats and Camels—The Newspaper's Dilemma." It is a factful and well-considered article.

Mr. Calkins is concerned with the awkward predicament of newspapers with respect to free publicity. He presents a picture of newspapers that keep out of their editorial columns, with a great feeling of righteousness, all reference to trade-marked and advertised articles of commerce, but which at the same time, lavish publicity upon such money-seekers and money-getters as prize-fight promoters, baseball magnates and movie stars. Publicity for the latter, he says, is given in the hope of increasing circulation. Circulation is sought only for the purpose of selling it to makers of advertised products.

There is yet another type of publicity—the kind which "snatches the last vestige of sincerity from an otherwise admirable newspaper ethic." He is referring to "releases run at the request of business houses, corporations, public utilities, benevolent societies, and many publicity seeking individuals." This type of publicity he admits "is the result of various forms of pressure brought to bear on newspapers, ranging from the obvious tricks of the press agent to the more dignified and skilful technique of the public relations counsel."

Mr. Calkins is not scolding newspapers for this situation. He has, in fact, a certain amount of sympathy for them as they face this complex problem. He does, however, look at the matter with considerable alarm. "Like the fisherman in the Arab tale," he says, "the newspapers have opened the bottle; they are appalled by the djinni that has come out, the djinni of publicity, with vast powers for good or evil; they do not know how to control it, what to do with it, or even how to coax it back into the bottle."

With this conclusion and presentment of the subject we are

not wholly satisfied. There are some factors that have been left out of the picture. Nowhere is mention made of the very able work that has been done by Lincoln B. Palmer, manager of the American Newspaper Publishers Association in enlightening newspapers on the subject of free publicity. Mr. Calkins admits the problem, as it appears today, is of very recent origin. But he doesn't use this admission as a possible excuse for the inability of newspapers to meet the problem. They know the problem and they know it is their problem and that no one else is going to solve it for them. They need time and experience. The step that has been taken by the newspapers in New York City, commented on in *PRINTERS' INK* of December 23, whereby the names of publicity seekers have been eliminated from printed radio programs, is one indication of the fact that newspapers are getting the ability to think and act on this matter of publicity. Give them time and experience and the picture which Mr. Calkins draws will be considerably changed.

## The Advertiser and the Post Office

An editorial, "What Every Advertiser Should Know," in *PRINTERS' INK* of December 2, dealing with the ever-present possibility of an advertiser innocently violating postal regulations, has created considerable interest among advertisers and publishers. *PRINTERS' INK* has received a number of letters which point clearly to one fact; the average advertiser does not understand all the nuances of postal regulations.

"Why the Post Office Limits the Size of Coupons," in *PRINTERS' INK*, December 23, explained and interpreted several rulings of the Post Office Department and pointed out that even the most experienced advertisers and publications sometimes violate postal regulations unknowingly. Fortunately, the Post Office Department is lenient in its interpretation of its rulings and does not want to proceed too stringently against the advertiser

who has violated a regulation without any intent to evade definite rulings.

There is only one safe rule to follow if you wish to avoid the snare of postal regulations. If the idea which you want to use in your advertising is entirely new and is a departure from your regular practices of layout or from the layout practices of other advertisers, if a new idea involves a modification or change of regular coupon practices, or if it involves something different in the use of sampling or contests, the only safe method to follow is to refer the matter to your local post office. Only in this way can you be sure that you are not violating some quite logically conceived and eminently fair postal regulation.

### **Better Machines Instead of Lower Wages**

American business is a long way on the road to a new conception of the relationship between production, wages and consuming power. "The very essence of great production," says Secretary Hoover, "is high wages and low prices. It depends upon a widening range of consumption from real high wages and increasing standards of living."

Fifteen short years ago, when business grew dull, manufacturers used to think almost first of all of cutting wages in order to keep profits up. More recently the majority of employers in times of stress, exhaust every device to make ends meet before resorting to wage reduction. Instead of issuing a manifesto that all wages must immediately be reduced 25 per cent, the executive of today turns to better machinery, labor-saving devices, closer contact between worker and foreman, better administration.

The extent to which these better plans have been adopted has often resulted in reducing labor costs per unit of production, far below even those of the cheaper labor abroad. If absolute proof of labor-saving were needed, it could be found in the fact that today there is used 55,000,000 horse-

power in industry, where 13,000,000 was used a quarter of a century ago. This omits the increase in power for transportation.

Labor-saving methods have not developed harder conditions of labor, for the hours of labor have been steadily lessened.

Organized labor also has traveled a long distance from its old position regarding restricted production, as is indicated by recent articles in *PRINTERS' INK* containing proposals from authorized spokesmen of the American Federation of Labor for improved methods, elimination of waste, willingness to increase production and participation by labor in the resulting gain. Substituting better machinery and labor-saving devices for cuts in wages has contributed profoundly to improvement in the whole basis of employer and employee relationship over a large area of industry and to the constant growth of national efficiency and prosperity.

### **The Superlatives Are Coming, Hooray, Hooray!**

Lined up by squads, platoons, companies, regiments, they're going through their paces preparing for the big parade. Their uniforms are clean, their arms spotless. In another week these shock troops of advertising, the superlatives, in all their glory, will burst upon the defenceless prospect.

Marching at the head is General Best, veteran of many campaigns, just a little weighed down by years of hard work but mounted on his good old war-horse, Most-for-the-Money out of Most Economical. Riding beside him are Major Generals Most Amazing and Most Astounding. Colonel Greatest Values and Major Speediest are prominent in the staff. In the ranks are all those other good old meaningless superlatives, battle-scarred veterans, but always ready to march forth again at the bugle call.

The superlatives are coming, hooray, hooray! The season of automobile shows is upon us,

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising • Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Daniel Lord Talks on Sixty Years of Advertising

Daniel Lord was the guest of honor of the Advertising Club of New York at its Christmas festivities last week. As one of the founders of Lord & Thomas, Mr. Lord, who is now eighty-five years of age, reflected reminiscently upon the prestige enjoyed by advertising today. His thoughts were clearly outlined to his audience by contrasting the situation as it existed when he first entered the business, shortly after the Civil War. To be engaged in advertising in those days, Mr. Lord explained, was not considered a creditable occupation. "When it was noised around that I was going into this business," he said, "all my friends would tell me that advertising was just like gambling."

That was sixty years ago. Mr. Lord stuck to his chosen career. He reasoned that if it was right to send men on the road to sell goods, it was equally respectable to sell by means of printers' ink. "How different it all is today," he observed. "When I read about the advertising fraternity and the honors bestowed upon it, I realize that my dream of long ago did not cover it all."

"When men come to me for advice, I tell them that advertising is the hardest thing in the world to sell. Most merchandise can be weighed and felt. Not so with advertising. All you have to sell is an idea."

Something of the methods which he followed in getting approval from his clients for white space representing an investment of thousands of dollars, was related by the veteran agent. He would tell them all that they could expect to deliver to the public could be bought on any newstand for a few pennies. It was the idea incorporated into the white space, he would say, that spelled opportunity for the advertiser and which warranted the investment.

Although no longer an active worker in advertising, Mr. Lord intimated that he constantly took advantage of his position on the side lines to observe its progress. "Some time ago I read that President Coolidge was going to address a convention of advertising men," he said. "When I read that I said, like Simon of old: 'Now let thy servant depart in peace.'"

Rev. Percy Silver, rector of the Protestant Episcopal Church of the Incarnation, gave an inspirational address following the singing of Christmas carols by the glee club of the advertising club.

## Wins Los Angeles Golf Tournament

Frank Deleot was the winner of the Class A group at a recent golf tournament held by the Advertising Club of Los Angeles at Girard. He had a low gross score of 80. F. C. Fuller won in Class B.

## Newspaper Day Program to Honor Benjamin Franklin

Homage will be paid to Benjamin Franklin by advertising clubs throughout the country at the special newspaper day meetings during the week of January 17. The program for these meetings has been arranged by the co-operative efforts of the Association of Newspaper Advertising Executives, the Bureau of Advertising of the American Newspaper Publishers Association and the International Advertising Association.

\* \* \*

## E. A. Paviour Heads Affiliation Convention Committee

Ernest A. Paviour, a former president of the Rochester, N. Y., Ad Club, has been appointed general chairman in charge of plans for the 1927 convention of the Advertising Affiliation at Rochester. About 500 members attended the Christmas party given by the Rochester club on December 23.

\* \* \*

## Honolulu Club Host to Civic Leaders

The Advertising Club of Honolulu acted as host to the heads of other civic organizations, business concerns, and institutions, and to government officials of Honolulu at a Christmas dinner at the Young Hotel on December 22. Leaders from many community activities were present.

\* \* \*

## Export Managers Club to Meet in March

The 1927 "get-together" meeting of the Export Managers Club of New York, Inc., will be held on March 22 at the Hotel Pennsylvania, New York. The general subject to be discussed at the meeting will be "The Essentials of Sales Management in Exporting."

\* \* \*

## Philadelphia Women Host to Children

The Philadelphia Club of Advertising Women gave a Christmas party to one hundred children, charges of the Children's Country Week Association, on December 18. Morton Gibbons-Neff, president of the Poor Richard Club, distributed gifts.

\* \* \*

## Raises Charity Fund

At the annual Christmas dinner of the Poor Richard Club, Philadelphia, nearly \$2,000 was raised for welfare work.

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More than six hundred members of the Greater Buffalo Advertising Club attended the annual Christmas dinner which was held on December 22.

## Six-Point League Hears Talk on Radio Program Listing

The problem which has arisen as a result of the policy of New York newspapers regarding the censorship of any reference to the names of advertisers or trade-marks in the listing of radio programs was discussed at a joint meeting last week of the Six-Point League and the newspaper publishers' representative group of the Advertising Club of New York. G. C. Furness, manager of the radio department of the National Carbon Company was the speaker.

In his talk, Mr. Furness aimed to present both sides of the question as viewed by the radio advertiser and the newspapers. Programs were first listed, he declared, because they were considered a service to readers. Following the censorship, a reader now picks up his paper, turns to the program page and finds the radio features of the evening listed, for instance, as "orchestra," "music," "concert," "songs," etc., instead of the Eveready Hour, the Smith Brothers and other recognized features.

"If newspapers are going to list programs to interest the public," he continued, "it is obvious they are going to list in those programs names familiar to the public." He said he had no solution to the problem himself, but submitted his views in the hope that the issue might be clarified.

F. St. John Richards, president of the Six-Point League, reviewed the growth of this organization of New York representatives of out-of-town newspapers. The League was organized about twenty years ago with a membership of twenty-five. This has grown to about eighty members who represent something like 1,200 newspapers. The joint meeting was attended by more than 100 members and guests.

## Mail Advertising Association Elects R. G. Marshall

Robert G. Marshall, of the Robert G. Marshall Letter Company, has been elected president of the Mail Advertising Service Association of Chicago. The other newly elected officers are: Seymour S. Winberg, Chute, Winberg & Johnston Company, vice-president; R. M. Richards, Thompson & Company, secretary; Mrs. M. H. Emery, Packard Advertising Letters, treasurer.

The directors include Joseph H. Robinson, Atlas-Robinson Corporation; Charles von Weller, von Weller-Lyon Company; and L. S. Allen, L. S. Allen Company.

The Chicago association will act as hosts to the International Mail Advertising Service Association which will meet there from October 16 to 18, 1927.

## E. D. Odell, Chairman, Magazine Group

Elliot D. Odell, of the *Needlecraft Magazine*, has been appointed chairman of the magazine group of the Advertising Club of New York.

## Press Agents Must Be Smoked Out

The press agent was described as "a menace to the public and business" by Edwin S. Friendly, business manager of the *New York Sun*, at a meeting of the League of Advertising Women at the Advertising Club of New York. Mr. Friendly said that in some cases a press agent could be of value but that the agent that "deliberately and insidiously works to substitute publicity in newspapers for advertising" is the one newspapers must always be on guard against.

"Anyone who is paid to get free advertising into the newspapers," he said, "is breaking down all the rules of good business. He is endeavoring to have the newspaper give away the main thing it has to sell and he is depriving the newspaper of the revenue it needs to grow and become successful and independent."

"For the good of the legitimate advertising business and for the good of the newspaper profession he must be smoked out."

\* \* \*

## Club Women Encouraged to Study Advertised Brands

Members of the General Federation of Women's Clubs are being asked to study advertisements as part of the home economic research work of the Federation. How and why this work is undertaken was explained by Mrs. Joseph C. Gawler, national chairman of the home economics division, before a recent meeting of the Seattle Advertising Club.

"We are asking our club women to study and know trade-marks, to ask for these good brands and to refuse substitutes that may be forced upon them," Mrs. Gawler said. "We are asking them to learn values, to study textiles and to study the cause and effect of cut price sales. They are doing these things and they are becoming alert to the value of an advertisement."

\* \* \*

## Hartford Club Plans Talks on House Magazines

The Hartford, Conn., Advertising Club is planning a series of monthly meetings at which there will be round table discussions of the mutual problems confronting editors of house magazines. Kenilworth H. Mathus, of The Connecticut Mutual Life Insurance Company, is chairman of the committee in charge.

## F. M. Kuhn to Be Partner in New Business

F. M. Kuhn has resigned as Western division sales manager of The Mennen Company, Newark, N. J., effective January 1. Together with George R. Carson, he has formed the Theis Unit Steel Company, of Missouri.



FAYETTE R. PLUMB, PRESIDENT, FAYETTE R. PLUMB, INC.

**"TURNOVER** has been a good thing for business. But it has been carried, like instalment selling, to a point where the disadvantages in many businesses are greater than the advantages. . . . Because the average merchandiser has come to regard turnover as a panacea for business, he also has fallen into the pitfall of trading down or handling lower grade products because these cheaper items may sell faster and may bring greater total sales in dollars."

**Fayette R. Plumb, President, Fayette R. Plumb, Inc.,  
in January Printers' Ink Monthly**



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# Is Turnover All That It's Been Cracked Up to Be?

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In his article, "*Hand-to-Mouth Buying Makes Increased Turnover Unprofitable*," Fayette R. Plumb gives the readers of **PRINTERS' INK MONTHLY** the benefit of an extended research into the question of increased turnover and its relation to hand-to-mouth buying. Mr. Plumb disagrees sharply with those business men who have recommended increased turnover as the one solution of many retail problems. His is an unusual article, backed by facts and figures which were revealed in his research. In the January Monthly there are more than twenty other articles of unquestioned value to the advertising and sales executive. There is, for instance,

*Selective Selling: An Answer to "Are There Too Many Salesmen?"* an interview with John Poole, president, The Federal-American National Bank, Washington, D. C. In this interview Mr. Poole gives a banker's views of a question that is vexing many merchandisers and offers a new solution to this question. Less serious but just as helpful is

*We Made Our Salesmen Laugh at Their Mistakes*, in which C. C. Chase, vice-president, The Chase Candy Company, tells how a series of cartoons rivetted into the minds of the company's salesmen the common faults that interfere with increased sales. In

*How National Carbon Plans Its Dealer Display Program*, Paul B. West, manager of the advertising division, National Carbon Company, explains step by step the unusually thorough plan by which the company controls the making and distribution of displays. A chart, showing how the plan is worked out, accompanies the article. A question that has puzzled a great many advertisers is answered in

*Is It Wise to Change the Name of an Advertised Product?* an interview with C. W. Chandler, president and general manager, Olympic Calpet Refining Company. Mr. Chandler explains the methods used by his company in increasing volume while changing the name of a well established, advertised product.

There are also articles on standardizing a specialty item, holiday advertising, the personal element in advertising, a new kind of salesmen's commission plan, initials in advertising, unusual advertising photographs, export buccaneers, using sentiment in handling salesmen, the sales manager's biggest job, sales promotion, the danger of conversational letters, a service chart to help dealers, and a number of other subjects which deal with the everyday problems of the advertising and sales executive. You'll find these helpful, suggestive articles in January

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## PRINTERS' INK MONTHLY

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# The Little Schoolmaster's Classroom

THE Schoolmaster, on a recent visit to the factory of an out-of-town manufacturer, was more thoroughly convinced than ever before of the necessity for a planned follow-up in sales work—in selling service as well as merchandise. The company, long a big user of direct-mail advertising to retailers, has often considered the advisability of an additional advertising campaign to the public on one of its specialties. "We've been discussing it again within the last week," the vice-president said. "Many plans have been put up to us in the last ten years and six or eight times we've almost started. Here is the plan we talked over at a board meeting last Wednesday. It is the one of all of them which seems best fitted for our particular problem."

He reached into his desk and drew out an eight-page letter which proposed an advertising campaign, to cost approximately \$35,000. The outline gave evidence of a careful study of this manufacturer's market, a good grasp of the problems of the industry and a number of logical and well-presented ideas for their solution. As the Schoolmaster handed it back to the vice-president he happened to glance at the date line. At first it seemed like an error in typing for it read "July 20, 1923." "No, it's not a mistake. That's when it was first presented to us," said the vice-president.

"Peculiar thing about that letter," he continued. "When we had this matter up again and I presented a couple of recent plans, the big chief asked me where that plan was that was put up to us a couple of years ago. It was so brief and so well done that it had stood out in his memory. I dug it out of the files for him and we read it over again, for the twentieth time, I should think."

"But after several calls at the time from the agency representa-

tive and perhaps two letters after he had sent the plan, we've never heard from him again."

"I'm positive that if he had kept after us, even mildly, he could have put his plan over and we would have been spending at least twice the amount he suggested, probably more, by now. I can't dope this man out. He's brilliant but he doesn't follow through."

The Schoolmaster wonders how many other brilliant starts in other sales of services and goods have been spoiled by a lack of follow-through, a neglect of the obvious fact that prospects have to be reminded continually of a man's name and ideas as well as of a trade-mark.

\* \* \*

In writing to the Schoolmaster, A. F. Davis, vice-president of The Lincoln Electric Co., of Cleveland, concludes his letter like this:

Yours  
TRULY, "Stable-Arc" Welding is revolutionizing the manufacturing industry.

Mr. Davis informs the Schoolmaster that this wording ends every letter, no matter what kind, that goes out from the Lincoln plant. This appears to be a rather interesting example of extracting advertising value from letters—of utilizing what might be termed an advertising medium that usually goes to waste.

The Lincoln Electric Co., which makes welding machinery, is engaged in trying to convince manufacturers that welding is an economical and a practical substitute for casting. The management declares it can see the day in the very near future when welding will even take the place of riveting in the construction of buildings.

Every industrial authority knows that this is a revolutionary doctrine. And being such, the company does not expect to get it across in a week, a month or a year. The advertising job is one that calls for constant reiteration of certain claims and the use of every pos-

# THE BOY SCOUT HANDBOOK

Advertising forms for the 36th edition will close about January 15th. The book will be in general distribution in the spring.

The rate—\$200 a full page, \$110 a half-page, \$60 a quarter-page—is based on a paid circulation of 100,000 copies. The HANDBOOK is an A. B. C. publication.

The retail price of each book is 40 cents. Over 2,792,800 copies have been sold. Only a limited amount of advertising space is for sale, but those who use the BOY SCOUT HANDBOOK get exceptional value, because the publication is a necessity to those who buy it. Each copy has an unusually long life.

## BOY SCOUTS OF AMERICA

*Publishers*

200 Fifth Ave.  
New York

Lincoln Bldg.  
Los Angeles

37 S. Wabash Ave.  
Chicago

**For rent—Jan. 1st**

**a man**

**(in character)**

who has been 4A copyman and Advertising Manager of nationally remembered campaign: wants a real job where loyalty, efficiency and originality are in keen demand!

Harvard trained and hard-knocked: thirty-one: married.

"H," Box 219, P. I.

**I Want A Partner**

for

**N. Y. Advertising Agency**

¶ Established 7 years. Recognized. Now placing \$300,000 yearly.

¶ Associate must be able to develop new accounts and be able to invest \$10,000.

¶ An exceptional opportunity. Present owner will bear strictest investigation as to character and business-producing ability.

¶ Will change firm name to include new partner if desired. Address

"O," Box 74, Printers' Ink

## Binders for Printers' Ink

\$1.00 Each. Postpaid

PRINTERS' INK binders will hold an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY  
185 Madison Avenue, New York

sible advertising angle to the end that the presentation shall be complete.

"It seemed to us," Mr. Davis tells the Schoolmaster, "that the hundreds of letters leaving this plant every day offered us a means of emphasizing the main feature of our advertising message. If we printed an enclosure to send out with each letter this might be lost or thrown away. Then we decided to put our message into a few words and give it as an addition to the 'Yours truly' with which we have been ending our letters."

This is just a little thing, but it serves to illustrate how many sided selling is and how to squeeze dry advertising mediums and opportunities. The Schoolmaster is not at all surprised to learn from Mr. Davis that this simple method is producing traceable results.

\* \* \*

The Schoolmaster has noticed, during his years of close attention to merchandising developments, that frequently important changes in selling and advertising methods start with little fanfare. An idea is originated in one section of the country. It is copied elsewhere. Then, when the plan has grown into almost a national movement, we begin to realize that something of a marketing revolution is in progress.

There is one merchandising development, however, that the Schoolmaster is going to pin on his exhibit board and label while it is still in the bud, so to speak. He has reference to the current co-operative advertising campaigns of several groups of retailers. These campaigns are appearing in farm papers and the costs are being shared by several hundred dealers in one case and something less than a hundred in another. In one instance, the campaign is sponsored by a group of hardware merchants and drug retailers are back of another. The idea is in its infancy as yet, but it gives every indication of growing rapidly.

Fundamentally, the driving force back of the origin of this idea is to be found in the necessity for meeting chain store and mail-order competition. One of the big ad-

## WANTED: A Hard Job

We have been commissioned to locate a difficult task—preferably a sales problem of national scope—for an executive of broad experience in business.

This man is now successfully directing a national sales organization of more than a hundred salesmen and supervises direct-mail advertising and sales promotion tied into the work of the field-selling staff.

But having reached the limit of opportunity with his present firm, he seeks a new op-

portunity—one which will reward accomplishment satisfactorily performed with earnings ranging from \$25,000 to \$40,000—preferably on a basis of participation which relates compensation closely to success.

Communication may be established and references exchanged through us with a view to arranging a personal interview at the expense of our client.

Barrows, Richardson & Alley, 19 West 44th Street, New York.

## You Should in Your 1927 Advertising Appropriation Include House to House Distributing—The "Direct to Customer" Advertising

Many successful advertisers use house to house distribution of advertising literature and samples, they are satisfied. Have you tried it? You can reach the people, that you can get no other way. If your goods cannot be successfully advertised by our system, we will tell you. If they can, **YOU SHOULD KNOW.** Write headquarters for the name of the member where you wish distribution. Request on business Stationery. Current copy Exclusive Distributor **FREE.**

*Investigate.*

*Ask Questions*

*Utilize This Real Force*

### THE EXCLUSIVE DISTRIBUTORS' ASSOCIATION

Geo. Altman, Sec'y, 139 E. Rich Street,  
Columbus, Ohio

# Influence

Advertise in the paper that has grown up with San Francisco and has been an influence in the community for 61 years.

## REPRESENTATIVES

Williams, Lawrence & Cresmer, 285 Madison Ave., New York City; 380 No. Michigan Ave., Chicago; R. J. Bidwell Co., Times Bldg., Los Angeles; Henry White, Stuart Bldg., Seattle.

# San Francisco Chronicle

## INCREASED SALES QUANTITY PRODUCTION REDUCED COSTS LOWER PRICES

- The above results justify the enormous yearly expenditure for general publicity advertising.
- Premium Advertising may be justified on precisely identical grounds. By its use new customers are secured and old customers held.
- It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.
- A portion of the advertising fund expended in this way is certain to result in: Increased Sales—Quantity Production—Reduced Costs—Lower Prices.
- It is a sound, ethical, logical and effective method of advertising.
- Booklets explaining our Service mailed on request to those stating the nature of their business.

THE PREMIUM SERVICE CO., INC.  
9 West 18th Street, New York



**Howell Cuts** 

for house organs  
direct mail and  
other advertising

ask for proofs

Charles E. Howell, Fish Building, New York

vantages of the chain system and mail-order house is that both have national or sectional prestige. The independent retailer's prestige is usually closely confined to the trading area of the town in which his store is located. In these co-operative campaigns, however, an identification symbol is featured which, when it is also posted conspicuously in the retail store, gives the independent the benefits that go with national or sectional recognition. The advertising also features the services which these stores render. This is a vastly more effective appeal than the bald request to "Buy at Home."

The chains and the mail-order houses are trying out all sorts of merchandising innovations. If the independent retailer would keep in the running he must also experiment. These co-operative retail campaigns in the farm press are commendable. They indicate that progressive retailers are willing to test out new ideas. So long as the independent merchants keep step with the times they have little to fear from chain store and mail-order competition.

\* \* \*

The following unusual merchandising story was told to the Schoolmaster by a prominent New York art dealer:

Formerly this dealer closed his gallery on Lincoln's Birthday. Then it occurred to him that this holiday was by no means universally observed and for that reason there was no general exodus from the city in celebration of the day.

## CHEMIST—Planner

Idea man. Writer. One who has traveled widely, succeeded in research, directed men. Has written numerous essays on chemistry, the outdoors, philosophy and industry. Can set technical ideas in rhythm form.

Age 35. Salary \$5000.

Chemistry ideas are now catalyzing the work of the larger agencies as chemistry catalyzes industry. The electron age is here.

Address "R," Box 76, care of Printers' Ink.

Therefore he decided to keep the gallery open Lincoln's Birthday by way of experiment.

Early in the afternoon a prospect entered the gallery and expressed an interest in some painting for a country home which he was planning to open shortly. He said he was not looking for anything expensive.

He was shown several of the gallery's cheaper paintings but in wandering around he became interested in other paintings that were hung on the walls. He soon forgot his original intention and before the day was over had bought more than \$700,000 worth of pictures, the largest single order ever placed by the gallery!

This, to the Schoolmaster, seems to be an interesting story of capitalizing on the prospect's habits. The gallery owner realized that there were doubtless numerous people of means in the city who had nothing in particular to do on Lincoln's Birthday and who would be glad of an opportunity to spend the holiday browsing about a gallery. The result of the experiment is a good indication that this gallery owner had a clear understanding of his market and its possibilities. The Schoolmaster quite possibly might draw a number of other morals, but the selling morals are, after all, pretty obvious.

**WANTED: Copywriter** who can handle direct-mail material, do research work and write plans for a large engraving, printing and publishing house. Should know something of engraving and printing and be able to follow up production. We want a man of character, who seeks a permanent place. Address "J," Box 218, care of Printers' Ink.

#### VERSATILE FREE-LANCE ILLUSTRATOR

Capable of rendering distinctive comic, realistic or decorative illustrations in any medium, desires one or two additional accounts calling for high class magazine covers, illustrations and vignettes.

Box "D," 216, Printers' Ink

#### Bills, Broad sides

Sale circulars or any variety of publication work that can be printed on newspaper presses. Any size, any quantity, any extra-color effect. Art work or engraving, if desired. Speedy service, first-class printing, attractive prices. Samples? **SHOPPING NEWS** Cleveland

**HALFTONES** - Wood Engraving - Color Plates - Line Cuts - Off-Set Printing Plates - Electrotyping of Every Description - Commercial Photography - General Art Work - Retouching - No Job Too Difficult None Too Small

Day and Night Service. - Call, write or phone. We go anywhere for business. **AMMACK, Inc.** 433 Broome St., New York City Canal 2878

#### Multigraph Ribbons Reinked

**Our** *SURF-FIX*

Sends 3 Ribbons to be Re-inked at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

**W. Scott Ingram, Inc.**

57 Murray St., New York City

#### "GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Printers' and Bookbinders' Equipment** machinery, type, supplies, Kelly presses—cut-cost material. Send for revised preused machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

**Salesman's Advance Cards**  
Your picture and business illustrated on 500 U. S. Post Cards for \$18. Send for sample. Artist, 713 Rural Ave., Williamsport, Pa.

**PHOTO-ENGRAVING SALESMAN**  
If you know, sold and control Photo-engravings, this is an opportunity to represent the most modern equipped Photo-engraving plant in New York City, operating day and night, known for its quality and service. Drawing account and commission. Replies will be treated in confidence. Box 841, Printers' Ink.

### NEW YORK TRADE PAPER REPRESENTATIVE

The services of a trade journalist are available to trade papers desiring a correspondent and representative to cover Greater New York and Northern Jersey.

WILLIAM KRIEGER

28 Lindley Ave., Tenafly, N. J.

### HELP WANTED

#### WANTED

Copy writer and layout man for agency. Department store or agency experience desired, but not absolutely essential if applicant can qualify otherwise. Reply to Box 805, Wheeling, W. Va., stating salary and experience.

#### ADVERTISING SALESMAN

A splendid opportunity for a man of ability to sell advertising space on a trade publication that dominates its field with an A. B. C. circulation. Must have wide acquaintance with New York advertising agencies and familiar with national accounts. Drawing account, commission. State age, experience and references. Box 858, Printers' Ink.

### WANTED—ARTIST

A large, high class Label manufacturer offers a fine opportunity to an adept and skillful original sketch artist. He must be thoroughly experienced at colored Label designing and capable of handling men. Please state past and present connections also salary expected. All communications will be treated with the utmost confidence. Position in Middle West. Address Box 838, P. I.

### Photo Engraving Salesman

wanted by a modern up-to-date plant. Excellent opportunity for the *right man*. Box 840, Printers' Ink.

### WANTED

Buyer's Catalog Space Salesman for new catalog in rich field. Write ability, experience, etc. Box 847, P. I.

**Publishing Company** specializing in educational and general scientific books has an opening for an enterprising young direct-mail executive, preferably a college graduate with about five years' advertising experience.

This is a splendid opportunity for a young executive to develop his own department. Write stating experience, salary desired, reason for changing present occupation, and interviews will be granted to a selected group. Box 842, Printers' Ink.

### EASTERN TERRITORY

open on established construction trade paper. Applicant must be experienced solicitor in equipment and materials field. Territory properly worked and running substantial business. Capacity for holding this and ability to develop logical prospects only limit. Straight Commission and drawing account. Reply confidential. State complete qualifications. Address Box 848, P. I.

### WANTED—ADVERTISING SALESMAN

THIS MAN MUST BE A PUBLICATION ADVERTISING SALESMAN. HE MUST KNOW ADVERTISING AS IT APPLIES TO THE SALE OF A CONSUMER PUBLICATION WITH AN A. B. C. CIRCULATION. IT IS PREFERABLE, BUT NOT ESSENTIAL THAT HE HAVE A KNOWLEDGE OF FOREIGN ADVERTISING—ESPECIALLY IN LATIN-AMERICA.

WE REQUIRE FULL TIME ON SALARY AND OFFER REAL OPPORTUNITY TO THE MAN WHO HAS REAL SELLING RECORD AND CAN PROVE IT.

PHONE FOR APPOINTMENT: MURRAY HILL 1610.



**COPY WRITER AND LAYOUT** (Young Man or Woman) wanted for well known agency. Should be versatile and familiar with mail order, direct selling, direct mail and general advertising. Moderate salary to start. Opportunity for steady advancement and permanent work with all classes of accounts. Submit samples which will be returned. Send photo if available. Box 851, Printers' Ink.

#### ADVERTISING MANAGER

We have a real opportunity for a young man who is thoroughly experienced in advertising and sales promotion work, full of energy for new problems and willing to make his permanent home in London, England. Write us fully what your qualifications are.

EAGLE PENCIL CO.

703 East 13th St., New York

## CIRCULATION EXECUTIVE

Between 35 and 45, with good presence, initiative and successful record; exceptional opportunity for high-grade man having newspaper experience. Individual must have thorough knowledge of newspaper circulation. State qualifications in detail, also salary expected. Replies confidential. Box 860, care of Printers' Ink.

#### MISCELLANEOUS

##### LIGHT MODERN FLOTT

Sprinkler, 3 elevators, steam heat, 56x100. Suitable for Printing purposes. Apply superintendent 146 West 35th St. or Cortlandt 3850.

#### POSITIONS WANTED

**ACCOUNTANT**, bookkeeper, Christian, 15 years' experience; complete charge office or factory systems; highest credentials; college graduate; executive ability; salary \$35. Box 850, Printers' Ink.

**Experienced Woman Copy Writer** wants connection where uncommon common sense and clear expression count. Boston or the Southwest preferred but the right job anywhere. Box 852, P. I.

#### ADVERTISING MANAGER

38, desires bigger opportunities. Has produced noteworthy results. Fifteen years' experience in agency and technical field. Married, Christian. Box 854, P. I.

### Chicago Representative

will be in New York for 10 days. Would like to hear from established publisher or publisher's representatives. Preferably newspapers or trade papers. Young man, successful record, agency acquaintance. Services available January 1st. Address Box 849, Printers' Ink.

**Woman Copy Writer.** Executive and sales ability. 5 years' experience agency and department store. Successful in contacts. Knows fashions, cosmetics and house furnishings. N. Y. C. only. Box 844, P. I.

**Copy Writer**—good imagination balanced by excellent business experience. Successful record direct selling and sales promotional work, as well as writing. Box 855, Printers' Ink, Chicago Office.

**ADVERTISING MAN, 25**—Three years assistant advertising manager, 2 years agency. Thorough knowledge layout, copy, production and space buying. Available January 15. Box 857, P. I.

### Capable Assistant Editor

Young woman, 7 years with Butterick Pub. Co., wants responsible position. Box 839, Printers' Ink.

**Several years' experience in Progress Editions**, also Anniversary, Industrial and Commercial and Historical Editions and Subscription Contests. Ready for action on short notice. Walter B. Montgomery, Lincoln, Nebraska.

**Assistant Copy Writer**—desires opportunity with seasoned advertising executive in agency or with manufg. Have 6 yrs. copy and production exper. in printing plant. College grad., 29, married. Ambitious, reliable. Box 856, P. I.

**Position wanted with agency, publication, manufacturer.** Young married man, experienced statistician and department manager, surveys, research, special reports, correspondence, office routine. Christian. Box 859, Printers' Ink.

### Plastic Material

for executive position, four years' sales advertising experience, excellent correspondent, secretary-stenographer, \$30. Box 853, Printers' Ink.

#### PLAN AND COPY MAN

Six years agency copy writer, copy chief, merchandising research; four years writer of articles on hygiene and dietetics; varied experience including outstanding work in merchandising food products and articles sold through grocery outlets. New York City. Box 843, P. I.

#### ARTIST—IDEA MAN and COPY WRITER

Eight years' experience; successful background sales promotion and advertising for national and retail accounts of consequence. 3 yrs. agency experience. Age 31. Married. Location secondary to the right connection. Salary around \$4,000. Box 845, Printers' Ink.

### A Corking Writer

with broad research, editorial and copy experience, and an unusual versatility of ideas and methods of expressing them, has outgrown present position and is eager to push on. Used to responsibility, trained in the fundamentals of merchandising, will be a real find for a Chicago agency or advertising department. Address Box 846, Printers' Ink.

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## THE BENJAMIN FRANKLIN PHILADELPHIA

A BIG, modern hotel need not be an impersonal institution. It is our privilege to aid the management of this great guest-house in broadcasting, through the medium of printers' ink, the spirit of The Benjamin Franklin—"Warm welcome, courtesy, alert attention to your needs, and thought upon your comfort, always."

The  
EUGENE MCGUCKIN  
Company  
PHILADELPHIA

# ADVERTISING

## *The Chance of a Lifetime for the ADVERTISER of BUILDING MATERIALS*

**I**N The Chicago Tribune's small homes competition just completed, Architects submitted

841

plans of five and six room houses.

Within a few weeks, publication of prize winning designs will start in The Sunday Tribune. This competition has been extensively advertised. The publication of plans will get even more publicity. Almost every family planning to build in the 1151 Tribune towns of The Chicago Territory will see these designs.

Where can there be a greater opportunity for the spring campaigns of building material advertisers?

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

*The Sunday Tribune reaches an average of 60% of the families in 1151 towns of The Chicago Territory.*

